



**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**

(A State Government University)

**BBA (Hons) - 2024**

**FIRST YEAR SYLLABUS**





# **SEMESTER 1**

## SEMESTER S1

### PRINCIPLES OF MANAGEMENT

<b>Course Code</b>	<b>BBPCT101</b>	<b>CIE Marks</b>	40
<b>Teaching Hours/Week (L: T:P: R)</b>	3-1-0-0	<b>ESE Marks</b>	60
<b>Credits</b>	4	<b>Exam Hours</b>	2 Hrs. 30 Min.
<b>Prerequisites (if any)</b>	Nil	<b>Course Type</b>	PCC

#### Course Objectives:

1. Provide foundational understanding of essential management principles and the evolution of management theories
2. Learn to create and implement strategic, tactical, and operational plans to achieve organizational goals.
3. Examine various organizational structures and their impact on efficiency and effectiveness
4. Understand control processes to monitor performance and manage organizational change

### SYLLABUS

<b>Module No.</b>	<b>Syllabus Description</b>	<b>Contact Hours</b>
<b>1</b>	<b>Introduction to Management-</b> Nature and scope of management process, definition of management. Scientific management, administrative management, human relations management, Bureaucratic Management Theory, Management by Objectives (MBO). Functions of Management: Planning, Organizing, Staffing, Directing, Controlling	<b>11</b>
<b>2</b>	Definition, meaning, Importance, steps in planning, characteristics types of plans Strategic, Tactical, Operational, and Contingency. Objectives, policies, procedures and Budgets. Limitations of planning. Decision making - definition, meaning, objectives, steps in rational decision making, Types of decisions, Difficulties in decision making. SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)	<b>11</b>

<b>3</b>	Meaning importance, process of Organizing and Staffing. organizations structure, Types of organization structure - line organizations, line and staff organizations. Delegation of authority, significance of delegation, process of delegation. Centralisation& decentralisation of authority.importance of staffing in organizational success,processes and techniques involved in recruiting, selecting, and developing employees.	<b>11</b>
<b>4</b>	Definition of directing as a management function. Leadership Theories Trait Theory, Behavioural Theory, Contingency Theory. Motivational Theories - Maslow's Hierarchy of Needs Control Process, Co-ordination, need for co-ordination, meaning and importance of controls, budgetary and non-budgetary controls	<b>11</b>

**Course Assessment Method**  
(CIE: 40 Marks, ESE: 60 Marks)

**Continuous Internal Evaluation Marks (CIE):**

<b>Attendance</b>	<b>Assignment/Case Study/ Microproject</b>	<b>Internal Examination-1 (Written)</b>	<b>Internal Examination- 2 (Written)</b>	<b>Total</b>
<b>5</b>	<b>10</b>	<b>12.5</b>	<b>12.5</b>	<b>40</b>

**End Semester Examination Marks (ESE)**

*In Part A, all questions need to be answered and in Part B, each student can choose any one full question out of two questions*

<b>Part A</b>	<b>Part B</b>	<b>Total</b>
<ul style="list-style-type: none"> <li>• 2 Questions from each module.</li> <li>• Total of 8 Questions, each carrying 3 marks (8x3 =24marks)</li> </ul>	<ul style="list-style-type: none"> <li>• Each question carries 9 marks.</li> <li>• Two questions will be given from each module, out of which 1 question should be answered.</li> <li>• Each question can have a maximum of 3 sub divisions. (4x9 = 36 marks)</li> </ul>	<b>60</b>

### Course Outcomes (COs)

At the end of the course students should be able to:

Course Outcome		Bloom's Knowledge Level (KL)
<b>CO1</b>	explain key management theories and their evolution and functions.	<b>K1</b>
<b>CO2</b>	identify and evaluate different organizational structures and their impact on organizational effectiveness, demonstrate an understanding of authority, responsibility, and delegation within an organization.	<b>K2</b>
<b>CO3</b>	understand and analyze various organizational structures and their impact on efficiency. Students will gain the ability to effectively recruit, select, place, and develop employees	<b>K3</b>
<b>CO4</b>	understand the control mechanisms to monitor and evaluate performance. Students will also develop leadership and motivation skills.	<b>K2</b>

Note: K1- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate, K6- Create

Text Books				
Sl. No	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
<b>1</b>	Management: A Systems and Contingency Approach	Harold Koontz and Cyril O'Donnell	McGraw-Hill Education	14/2010
<b>2</b>	Principles of Management	Charles W. L. Hill and Steven L. McShane	McGraw-Hill Education	13/ 2023

Reference Books				
Sl. No	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
<b>1</b>	Management: Tasks, Responsibilities, Practices	Peter F. Drucker	Harper Business	2007
<b>2</b>	Management Control Systems: Performance Measurement, Evaluation and Incentives	Kenneth A. Merchant and Wim A. Van der Stede	Pearson	5/2021

Video Links (NPTEL, SWAYAM...)	
Serial No.	Link ID
<b>1</b>	<a href="https://nptel.ac.in/courses/110105146">https://nptel.ac.in/courses/110105146</a>
<b>2</b>	<a href="https://onlinecourses.nptel.ac.in/noc24_mg47/preview">https://onlinecourses.nptel.ac.in/noc24_mg47/preview</a>

**MODEL QUESTION PAPER****APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY****FIRST SEMESTER BBA DEGREE EXAMINATION, MONTH AND YEAR****Course Code: BBPCT101****Course Name: PRINCIPLES OF MANAGEMENT**

Max. Marks: 60

Duration: 2 hours 30 minutes

**PART A***Answer all questions. Each question carries 3 marks*

Marks

1	Explain the nature of management?	CO1	(3)
2	What is meant by MBO?	CO1	(3)
3	List and explain the types of Plans	CO2	(3)
4	Describe the factors influencing decision making?	CO2	(3)
5	Explain line and Staff conflict?	CO3	(3)
6	What are the sources of recruitment?	CO3	(3)
7	Explain the significance of controlling?	CO4	(3)
8	Describe the need of motivation in organisations	CO4	(3)

**PART B***Answer any one full question from each module. Each question carries 9 marks***Module 1**

9	a) Explain the functions of Management	CO1	(5)
	b) "Management by objectives is not only a technique of management but it is a philosophy of managing". Elaborate on the statement	CO1	(4)

**OR**

- |    |  |     |     |
|----|--|-----|-----|
| 10 | a) Discuss the principles of Scientific Management | CO1 | (4) |
|    | b) Explain the principles of management            | CO1 | (5) |

### Module 2

- |    |   |     |     |
|----|---|-----|-----|
| 11 | a) Describe the steps in the planning       | CO2 | (4) |
|    | b) With illustration explain SWOT Analysis. | CO2 | (5) |

**OR**

- |    |   |     |     |
|----|---|-----|-----|
| 12 | a) Discuss the limitations in Decision Making                   | CO2 | (4) |
|    | b) With illustration explain steps in rational decision making. | CO2 | (5) |

### Module 3

- |    |   |     |     |
|----|---|-----|-----|
| 13 | a) Explain the different types of organisational structure?   | CO3 | (5) |
|    | b) Differentiate between centralisation and decentralisation. | CO3 | (4) |

**OR**

- |    |  |     |     |
|----|--|-----|-----|
| 14 | a) Selection is a negative process. Discuss            | CO3 | (5) |
|    | b) Differentiate between authority and responsibility. | CO3 | (4) |

### Module 4

- |    |  |     |     |
|----|--|-----|-----|
| 15 | a) Explain in detail Maslow's Need Hierarchy Theory    | CO4 | (5) |
|    | b) Discuss about need and significance of coordination | CO4 | (4) |

**OR**

- |    |   |     |     |
|----|---|-----|-----|
| 16 | a) Explain in detail the Contingency Theory               | CO4 | (4) |
|    | b) What is meant by budgetary and non-budgetary controls. | CO4 | (5) |

## SEMESTER S1

### BUSINESS STATISTICS

<b>Course Code</b>	<b>BBPCT102</b>	<b>CIA Marks</b>	40
<b>Teaching Hours/Week (L: T:P: R)</b>	3:1:0:0	<b>ESE Marks</b>	60
<b>Credits</b>	4	<b>Exam Hours</b>	2 Hrs. 30 Min.
<b>Prerequisites (if any)</b>	Nil	<b>Course Type</b>	PCC

#### Course Objectives:

1. To demonstrate an understanding of the fundamental concepts and techniques of statistics;
2. To familiarize the students with various statistical data analysis tools that can be used for effective decision-making.
3. To get knowledge about variables' identification, its impact in business outcomes and its interpretations, etc.

### SYLLABUS

<b>Module No.</b>	<b>Syllabus Description</b>	<b>Contact Hours</b>
<b>1</b>	<b>Data Classification, Tabulation &amp; Presentation</b> Definition of Statistics; Importance and scope of Mathematics and Statistics in business decisions; Limitations. Types of data; Methods of data collection. Classification, Organizing, Tabulation (Graphical, Types of Diagrams) of Data, Frequency Distributions & its diagrammatic representations. <b>Fundamentals of Probability</b> Definition, Fundamental Rules of Probability, Theorems (Addition & Multiplication) & Algebra of Events, Marginal, Joint & Conditional Probabilities, Applications in Business Decisions	<b>10</b>
<b>2</b>	<b>Measures of Central Tendency</b> Measures of Central value- characteristics of an ideal measure- Types: Mean, Median, Mode & Quartiles – Applications in Business Decisions <b>Measures of Dispersion</b>	<b>11</b>



	Absolute and relative measures of dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation, Co-efficient of Variation <b>Measures of Skewness, Moments &amp; Kurtosis (Theory only)</b>	
<b>3</b>	<b>Fundamentals of Sampling</b> Concept of Sampling, sampling Design, Sampling Techniques (Probability & Non-Probability), determination of sample size –sampling errors. <b>Testing of Hypothesis</b> Meaning, Null & Alternative Hypotheses, significance level, Steps in Hypothesis Testing, Type I&II errors. <b>Time Series Analysis:</b> Components of Time Series, Techniques of measuring seasonal variations – Simple Average Method, Moving Averages Method. Least Square Method of Trend Analysis	<b>12</b>
<b>4</b>	<b>Correlation Analysis</b> Definition, Types, Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation & Spearman's Rank correlation coefficient <b>Regression Analysis</b> Definition, Types, Simple Regression, Regression Equations, Line of best fit, Least Square Method.	<b>11</b>

**Course Assessment Method**  
**(CIE: 40 Marks, ESE: 60 Marks)**

**Continuous Internal Evaluation Marks (CIE):**

<b>Attendance</b>	<b>Assignment</b>	<b>Internal Examination-1 (Written)</b>	<b>Internal Examination- 2 (Written)</b>	<b>Total</b>
<b>5</b>	<b>10</b>	<b>12.5</b>	<b>12.5</b>	<b>40</b>

**End Semester Examination Marks (ESE)**

*In Part A, all questions need to be answered and in Part B, each student can choose any one full question out of two questions*

<b>Part A</b>	<b>Part B</b>	<b>Total</b>
<ul style="list-style-type: none"> <li>• 2 Questions from each module.</li> <li>• Total of 8 Questions, each carrying 3 marks</li> </ul> <p><b>(8x3 =24 marks)</b></p>	<ul style="list-style-type: none"> <li>• Each question carries 9 marks.</li> <li>• Two questions will be given from each module, out of which 1 question should be answered.</li> <li>• Each question can have a maximum of 3 sub divisions.</li> </ul> <p><b>(4x9 = 36 marks)</b></p>	<b>60</b>

**Course Outcomes (COs)**

At the end of the course, the students should be able to:

<b>Course Outcome</b>		<b>Bloom's Knowledge Level (KL)</b>
<b>CO1</b>	Understand the importance of data, its proper collection, representation and role of probability & its applications in effective decision-making process.	<b>K2</b>
<b>CO2</b>	Apply the concept of Measures of Central Tendency, Dispersion, Skewness, Kurtosis and Moments in data sets	<b>K3</b>
<b>CO3</b>	Analyse the role of Sampling Techniques & Testing of Hypothesis in real business situations and to evaluate the time series data for forecasting the future trends.	<b>K4</b>
<b>CO4</b>	Experiment with the association and effect of variables in a data sets through Correlation and Regression analysis.	<b>K3</b>

Note: K1- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate, K6- Create

<b>Text Books</b>				
<b>Sl. No</b>	<b>Title of the Book</b>	<b>Name of the Author/s</b>	<b>Name of the Publisher</b>	<b>Edition and Year</b>
1	Business Statistics	J.K Sharma	Vikas Publishing House Pvt Ltd	5e, 2020
2	Statistics for Business: Decision Making and Analysis	Robert A Stine & Dean Foster	Pearson	3e,2020
3	Essentials of Business Statistics	B.M Agarwal	Ane Books Pvt. Ltd	
4	Business Statistics: For Contemporary Decision Making,	Ken Black& Sanjeet Singh	Wiley	10e, 2022

<b>Reference Books</b>				
<b>Sl. No</b>	<b>Title of the Book</b>	<b>Name of the Author/s</b>	<b>Name of the Publisher</b>	<b>Edition and Year</b>
1	Statistical Methods	SP Gupta	Sulthan Chand & Sons	46e,2021
2	Fundamentals of Statistics	SP Gupta	Himalaya Publishing House	8e,2022
3	Statistics for Management	I. Levin Richard, H. Siddiqui Masood, S. Rubin David, Rastogi Sanjay	Pearson	8e,2017
4	Business Statistics: Text and Problems with Introduction to Business Analytics	N D Vohra	Mc Graw Hill	2e,2021
5	Business Statistics: Communicating with Numbers	Sanjiv Jaggia, Alison Kelly	Mc Graw Hill	3e,2021

<b>Video Links (NPTEL, SWAYAM...)</b>	
<b>Serial No.</b>	<b>Link ID</b>
1	<a href="https://www.coursera.org/learn/stanford-statistics">https://www.coursera.org/learn/stanford-statistics</a>
2	<a href="https://onlinecourses.swayam2.ac.in/cec22_mg24/preview">https://onlinecourses.swayam2.ac.in/cec22_mg24/preview</a>
3	<a href="https://alison.com/course/the-fundamentals-of-statistics">https://alison.com/course/the-fundamentals-of-statistics</a>
4	<a href="https://www.youtube.com/watch?v=14PQawp_rjk">https://www.youtube.com/watch?v=14PQawp_rjk</a>
5	<a href="https://www.youtube.com/watch?v=YtLmLPI-7sE">https://www.youtube.com/watch?v=YtLmLPI-7sE</a>
6	<a href="https://www.youtube.com/watch?v=_WM8vzYSQhs">https://www.youtube.com/watch?v=_WM8vzYSQhs</a>

**MODEL QUESTION PAPER****APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY****FIRST SEMESTER BBA DEGREE EXAMINATION, MONTH AND YEAR****Course Code: BBPCT102****Course Name: BUSINESS STATISTICS**

Max. Marks: 60

Duration: 2 hours 30 minutes

**PART A***Answer all questions. Each question carries 3 marks*

Marks

- |   |   |     |     |
|---|---|-----|-----|
| 1 | Explain the different data representation techniques  | CO1 | (3) |
| 2 | What do you mean by Conditional Probability?  | CO1 | (3) |
| 3 | Compute Quartile Measure of dispersion, interquartile Range and Coefficient of QD for the following data:<br>23,25,8,10,9,29,45,85,10,16,24 | CO2 | (3) |
| 4 | Calculate the Mode :<br>Size : 10-15 15-20 20-25 25-30 30-35 35-40 40-45 45-50<br>Freqn. : 4 8 18 30 20 10 5 2                              | CO2 | (3) |
| 5 | Explain Sampling errors.  | CO3 | (3) |
| 6 | Differentiate Type-I & II errors.   | CO3 | (3) |
| 7 | Write a short note on Scatter Diagrams.   | CO4 | (3) |
| 8 | List down the managerial applications of Correlation and Regression analysis.   | CO4 | (3) |

**PART B***Answer any one full question from each module. Each question carries 9 marks*



### Module 1

- 9 Form less than and more than cumulative frequency distributions for the following data set: CO1 (9)

Marks : 10-20 20-30 30-40 40-50 50-60

No. of Students : 2 5 10 8 3

**OR**

- 10 A new artillery developed by DRDO consists of two special parts A and B. During the process of making of part A, 9 out of 100 are likely to be defective. Also, it is found that 5 out of 100 of part B are defective. Calculate the probability that the randomly selected one artillery will not be defective. CO1 (9)

### Module 2

- 11 The unemployment data for some Indian cities are shown as below: CO2 (9)

No. of Unemployed (in lakhs)	1-under	3-under	5-under	7-under	9-under	11-under
	3	5	7	9	11	13
No. of Cities	4	12	13	19	7	5

If this data is treated as population, calculate the Variance and Standard Deviation.

**OR**

- 12 Write detailed notes on: CO2
- i) Measures of Skewness (3)
  - ii) Moments & (3)
  - iii) Kurtosis (3)

### Module 3

- 13 a) Describe about Probability and Non –Probability sampling Techniques in detail. CO3 (6)
- b) List down the steps in Hypothesis Testing. CO3 (3)

**OR**

- 14 The following table shows the number of salesmen working for a certain concern:

Year : 1992 1993 1994 1995 1996

No. of Salesmen : 46 48 42 56 52

Use the method of least squares to fit a straight line and estimate the number of salesmen in 1997.

CO3 (9)

#### Module 4

- 15 A researcher recorded the data on the body length and bodyweight of a fresh water fish for a random sample of 10 fish from a pond. Calculate the Karl Pearson's Correlation Coefficient.

Fish No.	I	II	III	IV	V	VI	VII	VIII	IX	X
Body Length(cm)	5.5	6	6.5	5.2	8	7.5	6.2	9	10	7
Body Weight (gm)	35	39	42	42	55	50	40	65	66	45

CO4 (9)

OR

- 16 Compute the degree of association between crude oil prices and gasoline prices through Spearman's Rank Correlation coefficient.

Crude oil price(Rs.)	500	550	650	500	550	600	500	650	700	750
Gasoline Price (Rs.)	1100	1100	1150	1250	1400	1150	1300	1200	1150	1600

CO4 (9)

**SEMESTER S1****ECONOMICS FOR BUSINESS APPLICATIONS**

<b>Course Code</b>	<b>BBPCT103</b>	<b>CIE Marks</b>	40
<b>Teaching Hours/Week (L: T:P: R)</b>	3-1-0-0	<b>ESE Marks</b>	60
<b>Credits</b>	4	<b>Exam Hours</b>	2 Hrs. 30 Min.
<b>Prerequisites (if any)</b>	Nil	<b>Course Type</b>	PCC

**Course Objectives:**

1. Provide the basic concepts of Economics for business management
2. Understand the fundamental principles of business financing
3. Provide an understanding of taxation and other economic issues pertaining to the business domain.

**SYLLABUS**

<b>Module No.</b>	<b>Syllabus Description</b>	<b>Contact Hours</b>
1	<p>Basic concepts in Economics - Scarcity, Choice, Resource allocation - Production Possibility Curve - Trade-off - Opportunity cost - Utility - Law of diminishing marginal utility.</p> <p>Demand Analysis – Determinants – Demand curve - Law of demand – Elasticity of demand – Price Elasticity – Measurement - Income elasticity - Cross elasticity - (Problems on Elasticity) – Supply – Equilibrium.</p> <p>Consumer surplus – Producer surplus.</p>	11
2	<p>Production concepts – Total, Average and Marginal product - Law of variable proportions.</p> <p>Cost concepts - Short Run and Long Run - Fixed, Variable, Total, Average and Marginal – Short run cost curves – Long run average cost curve.</p> <p>Revenue – Average and Marginal.</p> <p>Markets - Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly – Features &amp; Equilibrium.</p>	11

3	<p>National Income Concepts – Methods of measuring – Difficulties in measurement - Circular flow of income - Two sector and multi-sector models – (Problems on National Income).</p> <p>Inflation – Types – Causes – Measures to control – Deflation.</p> <p>Trade cycles – Money – functions - stock and flow concept - Velocity of circulation of money - Quantity theory of money - Fischer's Equation and Cambridge Equation.</p>	11
4	<p>Reserve Bank of India – Functions - Credit control methods – Bank rate policy, SLR, CRR, Open market operations - Repo and reverse repo rate.</p> <p>Taxation – Direct and indirect taxes – Canons – Goods and services tax.</p> <p>Business financing - Sources of capital - Money market - Instruments – Capital Market – Stock Market – Functions.</p>	11
	<b>Total</b>	<b>44</b>

**Course Assessment Method**  
(CIE: 40 Marks, ESE: 60 Marks)

**Continuous Internal Evaluation Marks (CIE):**

Attendance	Assignment/Case Study/ Microproject	Internal Examination-1 (Written)	Internal Examination- 2 (Written)	Total
5	10	12.5	12.5	40



**End Semester Examination Marks (ESE)**

*In Part A, all questions need to be answered and in Part B, each student can choose any one full question out of two questions*

<b>Part A</b>	<b>Part B</b>	<b>Total</b>
<ul style="list-style-type: none"> <li>• 2 Questions from each module.</li> <li>• Total of 8 Questions, each carrying 3 marks</li> </ul> <p><b>(8x3 =24 marks)</b></p>	<ul style="list-style-type: none"> <li>• Each question carries 9 marks.</li> <li>• Two questions will be given from each module, out of which 1 question should be answered.</li> <li>• Each question can have a maximum of 3 sub divisions.</li> </ul> <p><b>(4x9 = 36 marks)</b></p>	<b>60</b>

**Course Outcomes (COs)**

At the end of the course students should be able to:

<b>Course Outcome</b>		<b>Bloom's Knowledge Level (KL)</b>
<b>CO1</b>	Understand the basic concepts of scarcity, choice, demand and supply.	<b>K2</b>
<b>CO2</b>	Learn the theories of production, costs and revenue in relation to various market structures	<b>K2</b>
<b>CO3</b>	Comprehend the importance of national income, money, problems like inflation and deflation and trade cycles in the environment of business.	<b>K2</b>
<b>CO4</b>	Acquire and apply knowledge about the banking system, taxation and financing for business problems and determine the explanations and solutions therein.	<b>K3</b>

Note: K1- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate, K6- Create

<b>Text Books</b>				
<b>Sl. No</b>	<b>Title of the Book</b>	<b>Name of the Author/s</b>	<b>Name of the Publisher</b>	<b>Edition and Year</b>
<b>1</b>	Managerial Economics	Geetika, Piyali Ghosh and Choudhury	Tata McGraw Hill	2015
<b>2</b>	Managerial Economics	R L Varshney and K L Maheshwari	Sultan Chand & Sons	2018
<b>3</b>	Managerial Economics	D N Dwivedi	Vikas Publishing House	2015

Reference Books				
Sl. No	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
1	Economics	Paul A Samuelson and William Nordhaus	McGraw Hill	2019
2	Managerial Economics	D M Mithani	Himalaya Publishing House	2017
3	Managerial Economics	H Craig Peterson, W Cris Lewis	Pearson Education	2020

Video Links (NPTEL, SWAYAM...)	
Serial No.	Link ID
1	<a href="https://archive.nptel.ac.in/courses/110/105/110105075/">https://archive.nptel.ac.in/courses/110/105/110105075/</a>
2	<a href="https://nptel.ac.in/courses/110101005">https://nptel.ac.in/courses/110101005</a>

**MODEL QUESTION PAPER****APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY****FIRST SEMESTER BBA DEGREE EXAMINATION, MONTH AND YEAR****Course Code: BBPCT103****Course Name: ECONOMICS FOR BUSINESS APPLICATIONS**

Max. Marks: 60

Duration: 2 hours 30 minutes

**PART A***Answer all questions. Each question carries 3 marks*

Marks

- |   |  |     |     |
|---|--|-----|-----|
| 1 | Draw a figure representing the production possibility curve.   | CO1 | (3) |
| 2 | The price elasticity of demand of a product is (-) 2. A consumer purchased 80 units when the price was Rs. 25. How many units would he purchase when the price is reduced to Rs. 20? | CO1 | (3) |
| 3 | What are variable costs? Give two examples.  | CO2 | (3) |
| 4 | State the features of monopoly.  | CO2 | (3) |
| 5 | Define NNP.  | CO3 | (3) |
| 6 | State the Fischer's equation of money.   | CO3 | (3) |
| 7 | Define direct taxes. Give two examples.  | CO4 | (3) |
| 8 | Mention any three money market instruments.  | CO4 | (3) |

**PART B***Answer any one full question from each module. Each question carries 9 marks***Module 1**

- |   |   |     |     |
|---|---|-----|-----|
| 9 | a) State and explain the law of diminishing marginal utility. Also mention the limitations and applications of the law. | CO1 | (5) |
|---|---|-----|-----|

- b) A consumer purchased 60 units of a commodity when his income was Rs. 20000. When his income increased to Rs. 30000, he purchased 55 units of this commodity. Estimate the income elasticity of demand. Is it a normal or an inferior commodity? Why? CO1 (4)

**OR**

- 10 a) State and explain the law of demand. Also mention the assumptions and limitations of the law. CO1 (5)
- b) When the price of good 'Y' increased from Rs. 10 to Rs.15, the demand for its related good 'X' increased from 100 to 110 units. Estimate the cross elasticity of demand. Are the two goods substitutes or complements? CO1 (4)

**Module 2**

- 11 a) State and explain the law of variable proportions. Also mention the limitations and applications of the law. CO2 (5)
- b) What are the features of perfect competition? Draw a graph showing the determination of equilibrium of a firm under perfect competition. CO2 (4)
- OR**
- 12 a) Define average and marginal cost. With the help of a figure bring out the relationship between average and marginal cost curves. CO2 (5)
- b) What are the features of monopoly? Draw a graph showing the determination of equilibrium of a firm under monopoly. CO2 (4)

**Module 3**

- 13 a) With the help of a figure explain the circular flow of income in a multi sector economy. CO3 (5)



- b) Distinguish between demand pull and cost push inflation. CO3 (4)

**OR**

- 14 a) What is inflation? Describe the measures taken by the RBI to control inflation. CO3 (5)
- b) How is the national income estimated according to the income method? Estimate GNP and NNP from the given data. (All figures in rupees and crores)
- Wages = 1000, Rent = 500, Interest = 300, Profit = 400 Depreciation = 200. CO3 (4)

#### Module 4

- 15 a) State the functions of the Reserve bank of India. CO4 (3)
- b) State the canons of taxation. CO4 (3)
- c) What are the main money market instruments? CO4 (3)

**OR**

- 16 a) What are the major credit control techniques of the Reserve Bank of India? CO4 (3)
- b) With examples, distinguish between direct and indirect taxes. CO4 (3)
- c) State the functions performed by the Stock market. CO4 (3)

## SEMESTER S1

### GENERAL ENGLISH

<b>Course Code</b>	<b>BBSET104</b>	<b>CIE Marks</b>	40
<b>Teaching Hours/Week (L: T:P: R)</b>	2:2:0:0	<b>ESE Marks</b>	60
<b>Credits</b>	3	<b>Exam Hours</b>	2 Hrs. 30 Min.
<b>Prerequisites (if any)</b>	Nil	<b>Course Type</b>	SEC

#### Course Objectives:

1. To help students have a good understanding of modern English grammar.
2. To enable them use grammatically and idiomatically correct language.
3. To aid them spot language errors and correct them.

### SYLLABUS

<b>Module No.</b>	<b>Syllabus Description</b>	<b>Contact Hours</b>
<b>1</b>	Modern English Grammar – what and why and how of grammar – grammar of spoken and written language – Parts of speech Nouns - different types - countable and uncountable – collective - mass - case - number – gender. Pronoun - different types - personal, reflexive - infinite-emphatic – reciprocal. Adjectives - predicative - attributive - pre- and post-modification of nouns.	<b>11</b>
<b>2</b>	Verbs - tense-aspect - voice -mood - Concord - types of verbs – transitive - intransitive-finite - nonfinite. Helping verbs and modal auxiliaries - function and use. Adverbs - different types - various functions - modifying and connective. • Prepositions - different types - syntactic occurrences - prepositional phrases - adverbial function. Conjunctions - subordinating and coordinating Determinatives articles - possessives – quantifiers concord – collocation - sequences of tense	<b>11</b>

<b>3</b>	<p>Basic sentence patterns in English - constituents of sentences – subject – verb - object - complement - adverbials.</p> <p>Clauses - main and subordinate clauses - noun clauses - relative clauses - adverbial clauses - finite and non-finite clauses</p> <p>Analysis and conversion of sentences – Active to Passive and vice versa – Direct to Indirect and vice versa – degrees of Comparison, one form to the other.</p> <p>Phrases - various types of phrases - noun, verb, adjectival and prepositional phrases.</p>	<b>11</b>
<b>4</b>	<p>The Reading Process, Reading and Meaning, Methods to Improve Reading, Reading comprehension - Reading prose – “Towards a competitive nation” – Dr. APJ Abdul Kalam</p> <p>Written Composition – precis writing – outline story – expansion of proverb – short essay</p>	<b>11</b>

**Course Assessment Method**  
(CIE: 40 Marks, ESE: 60 Marks)

**Continuous Internal Evaluation Marks (CIE):**

<b>Attendance</b>	<b>Assignment</b>	<b>Internal Examination-1 (Written)</b>	<b>Internal Examination- 2 (Written)</b>	<b>Total</b>
5	10	12.5	12.5	40

**End Semester Examination Marks (ESE)**

*In Part A, all questions need to be answered and in Part B, each student can choose any one full question out of two questions*

<b>Part A</b>	<b>Part B</b>	<b>Total</b>
<ul style="list-style-type: none"> <li>2 Questions from each module.</li> <li>Total of 8 Questions, each carrying 3 marks</li> </ul> <p><b>(8x3 =24 marks)</b></p>	<ul style="list-style-type: none"> <li>Each question carries 9 marks.</li> <li>Two questions will be given from each module, out of which 1 question should be answered.</li> <li>Each question can have a maximum of 3 sub divisions.</li> </ul> <p><b>(4x9 = 36 marks)</b></p>	<b>60</b>

### Course Outcomes (COs)

At the end of the course students should be able to:

Course Outcome		Bloom's Knowledge Level (KL)
<b>CO1</b>	Use the right noun, pronoun or adjective according to the context of the speech or sentence	<b>K2</b>
<b>CO2</b>	Use the correct tense of the verb along with the right preposition conjunction, wherever necessary, to form a meaningful sentence	<b>K2</b>
<b>CO3</b>	Form sentence, phrase and/or clause for effective communication of thoughts and ideas	<b>K2</b>
<b>CO4</b>	Demonstrate reading comprehension skill by writing a summary of a given article.	<b>K2</b>

Note: K1- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate, K6- Create

Text Books				
Sl. No	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
1	Modern English A Book of Grammar, Usage and Composition	N. Krishnaswamy	Trinity Press	2nd Edition 2016
2	Concise English Grammar	Prof. V. K. Moothathu	Oxford University Press	2012
3	Practical English Grammar and Composition	S. C. Gupta	Arihant	2012
4	Basic English Grammar – Learn by doing	Dr. Arun Jee	Prabhat Prakashan	1 <sup>st</sup> Edition 2023

Reference Books				
Sl. No	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
1	Turning Points : A Journey Through Challenges	Dr. APJ Abdul Kalam	HarperCollins Publishers India	1st Edition 2014
2	ABC of Common Grammatical Errors	Turton	Macmillan India Limited	2008
3	English Grammar in use	Raymond Murphy	Cambridge University Press	5 <sup>th</sup> Edition 2019



Video Links (NPTEL, SWAYAM...)	
Serial No.	Link ID
1	English Grammar for Employability - <a href="https://onlinecourses.swayam2.ac.in/aic21_ge24/preview">https://onlinecourses.swayam2.ac.in/aic21_ge24/preview</a>
2	English Language for Competitive Exams - <a href="https://onlinecourses.nptel.ac.in/noc20_hs19/preview">https://onlinecourses.nptel.ac.in/noc20_hs19/preview</a>

**MODEL QUESTION PAPER****APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY****FIRST SEMESTER BBA DEGREE EXAMINATION, MONTH AND YEAR****Course Code: BBSET104****Course Name: GENERAL ENGLISH**

Max. Marks: 60

Duration: 2 hours 30 minutes

**PART A***Answer all questions. Each question carries 3 marks*

		CO	Marks
1	What is a noun? Give the classification of nouns with suitable examples.	CO1	(3)
2	What is an adjective? Classify them with suitable examples	CO1	(3)
3	What is an adverb? Rewrite the sentence by replacing the underlined words with an adverb: a) He can talk German in a fluent manner. b) He finished the work in a quick fashion.	CO2	(3)
4	What is an auxiliary verb? Give two examples of using auxiliary verbs in sentences.	CO2	(3)
5	Briefly explain the constituents of a sentence? Correct the following sentences: a) Despite of his illness he came to school. b) I am still remembering his service.	CO3	(3)
6	Explain briefly on active and passive voices. Change the voice: a) Someone must have given the instructions. b) Open the door.	CO3	(3)
7	Differentiate between summary and precis.	CO4	(3)
8	What is reading? Explain briefly the different types of reading	CO4	(3)

**PART B**

*Answer any one full question from each module. Each question carries 9 marks*

**Module 1**

9 Read the following sentences and identify the type of noun used. CO1 (9)

- a) The jury gave a unanimous verdict.
- b) Laughter is good for health.
- c) The crowd is very big.
- d) The elephant is an intelligent animal.
- e) The Ganges is a sacred river.
- f) The bravery of the soldier saved the day.
- g) I bought furniture for my new house.
- h) The Royal Bengal Tiger is found in the Sunderbans
- i) Kolkata is the capital of West Bengal

**OR**

10 **Change the Gender** CO1 (9)

- a) The lioness was ready to pounce.
- b) The actor acted quite well in the movie.
- c) My uncle lives in New York.
- d) My father works in a government office.
- e) The gentleman gave me this chocolate.
- f) The king ruled with sincerity.
- g) She was the duchess of Stanford.
- h) The waiter brought us our food.
- i) The prince succeeded his father.

**Module 2**

11 Rewrite the following sentences with correct prepositions: CO2 (9)

- a) I suggest that you write ----- ink.
- b) Let us sit ----- ther shade of the tree.
- c) Pakistan is ----- the west of India.
- d) What is the time ----- your watch?
- e) I prefer to go ----- train.

- f) The birds build their nests ----- trees.
- g) Please send it ----- my adress.
- h) It is miserable to be sick ----- life.
- i) Reshma travelled \_\_\_\_ her father all \_\_\_\_ the world when she was 12 years old.

**OR**

- 12 Read the following sentences and select the correct form of the verb given in brackets. CO2 (9)

- a) Rita \_\_\_\_ a mile every day. (run/runs)
- b) The dogs \_\_\_\_ all night. (barks/bark)
- c) The cat \_\_\_\_ the snake. (catch/caught)
- d) We \_\_\_\_ in the park in the evenings. (play/plays)
- e) Mia \_\_\_\_ school yesterday. (went/go)
- f) Sheela \_\_\_\_ to be a Police Officer when she grows up. (want/wants)
- g) Mahesh \_\_\_\_ back to his mother. (ran/run)
- h) Amy \_\_\_\_ very fast. (walk/walks)
- i) You can \_\_\_\_ with us. (come/came)

### Module 3

- 13 a) Change the following sentences from active voice to passive voice. CO3 (5)

- a) The dog chased the cat.
- b) The dog bit the boy.
- c) The peon rang the bell.
- d) Ram played hockey.
- e) Miss Mary teaches us English.

- b) "Rewrite the following conversation in indirect speech: CO3 (4)

Policeman: What's your name?

Motorcyclist: Jason Cox.

Policeman: Have you got a driving licence?

Motorcyclist: Yes, I have. But I haven't got it on me at present.

**OR**

- 14 a) Correct the following sentences: CO3 (4)

- a) If you want further information, please contact our dealers.
- b) Mr. Ram who is the principal here is my cousin brother.

- c) Lion or lamb - which is most likeable?
- d) Yesterday, there was a beautiful song written by Vayalar in the radio.
- b) Rewrite the following passage providing the correct punctuations: CO3 (5)
- unlike the ethical teachings of ancient egypt and babylonia indian ethics was philosophical with the start! in the oldest of the indian writings, vedas, ethics, are an integral aspect of philosophical and religious speculation about the nature of reality

#### Module 4

- 15 Write a précis of the following passage: CO4 (9)

The cabildo, which is Spanish for “municipal council,” was the fundamental unit of local government in colonial Spanish America. Following a tradition going back to the Romans, the Spanish considered the city to be of paramount importance, with the surrounding countryside directly subordinate to it. In local affairs, each municipality in Hispanic America was governed by its cabildo, or council, in a manner reminiscent of Castilian towns in the late Middle Ages. A council’s members and magistrates, together with the local judge appointed by the king, enjoyed considerable prestige and power. The size of a council varied but was always small. The cabildos of important cities, such as Lima and Mexico, had about 12 members. The cabildo was in charge of all ordinary aspects of municipal government - e.g., policing, sanitation, taxation, the supervision of building, price and wage regulation, and the administration of justice. To assist them in these responsibilities, the city councilors appointed various officials, such as tax collectors, inspectors of weights and measures and the markets, and peace officers. In spite of royal decrees to promote honest and efficient city government, the cabildos were often corrupt and rapacious. By the mid-sixteenth century, appointments to cabildos were ordinarily made by the Spanish crown and sometimes became hereditary. Occasionally, the propertied class in a city elected some of the councilors. Sometimes citizens were asked to attend a open town meeting on important matters. Such open meetings became very important to the movement for the independence of Hispanic America in the early nineteenth century.

**OR**

16

Arrange the given sentences in the proper order:

CO4 (9)

[Hint: sentence 1 and sentence 10 are in the correct order. The rest of the sentences have to be rearranged so as to give logical sense to the whole passage].

The light has gone out of our lives and there is darkness everywhere and I do not quite know what to tell you and how to say it. All this has happened. Perhaps I am wrong to say that. And it is difficult to soften the blow by any advice that I or anyone else can give you. We could think that he was unnecessary or that he had done his task. Our beloved leader, Bapu as we call him, the Father of our nation, is no more. We will not run to him for advice and seek solace from him, and that is a terrible blow not to me only but millions in this country. Nevertheless, we will not see him again as we have seen him these many years. There was so much for him to do. But now particularly when we are faced with so many difficulties, his not being with us is a blow most terrible to bear.

**SEMESTER S1****ENVIRONMENT SCIENCE AND SUSTAINABILITY**

<b>Course Code</b>	<b>BBVAT105</b>	<b>CIE Marks</b>	40
<b>Teaching Hours/Week (L: T:P: R)</b>	3-0-0-0	<b>ESE Marks</b>	60
<b>Credits</b>	2	<b>Exam Hours</b>	2 Hrs. 30 Min.
<b>Prerequisites (if any)</b>	Nil	<b>Course Type</b>	VAC

**Course Objectives:**

1. An awareness of environmental issues and Environmental management standards.
2. Inculcate sustainability and global initiatives towards attaining sustainability.
3. Comprehend the potential of practices for sustainable development in business, industries and society

**SYLLABUS**

<b>Module No.</b>	<b>Syllabus Description</b>	<b>Contact Hours</b>
<b>1</b>	Scope and importance for environmental education- Multidisciplinary nature of environmental studies - Environmental Pollution: Sources, effects and control measures of Environmental Pollution- Air Pollution, Water pollution, Noise pollution, Soil/land pollution. Zero waste concept, 3 R concepts in solid waste management; Climate change, Greenhouse effect, Global warming, Ozone layer depletion. Carbon credits, carbon trading and carbon foot print, legal provisions for environmental protection.	<b>9</b>
<b>2</b>	Environmental management systems: Steps for certification of an EMS, ISO 14000 series standards, Life Cycle Analysis (LCA)-stages, steps and framework, Environment Impact Assessment (EIA), Steps and Methods to conduct EIA, Environmental clearance (EC) processes in India, Circular economy, Bio-mimicking, Industrial ecology and industrial symbiosis. multilateral Environmental agreements and protocols, Important environmental legislations in India	<b>9</b>

<b>3</b>	Sustainability: Introduction, evolution of sustainability concept, economic sustainability, environmental sustainability, social sustainability concepts Models of Sustainability- Key issues, social and Business Implication Sustainable development, Importance and challenges to sustainable development- Nexus between Technology and Sustainable development; Design for sustainability, Millennium Development Goals (MDGs), Sustainable Development Goals (SDGs), Clean Development Mechanism (CDM).	<b>9</b>
<b>4</b>	Sustainability practices-Concept of Sustainable habitats, Sustainable cities, Sustainable transport, Sustainable Urbanisation, Sustainable Industrialization Sustainable industrial processes green buildings, Methods for increasing energy efficiency in buildings, Resources and its utilisation: Basic concepts of Conventional and non-conventional energy, green energy, green manufacturing, Concept of business sustainability- Sustainability Standards and Strategies-Case studies of Sustainable industrial practices.	<b>9</b>

**Course Assessment Method**  
**(CIE: 40 Marks, ESE: 60 Marks)**

**Continuous Internal Evaluation Marks (CIE):**

<b>Attendance</b>	<b>Assignment/ Microproject</b>	<b>Internal Examination-1 (Written)</b>	<b>Internal Examination- 2 (Written)</b>	<b>Total</b>
5	10	12.5	12.5	40



**End Semester Examination Marks (ESE)**

*In Part A, all questions need to be answered and in Part B, each student can choose any one full question out of two questions*

<b>Part A</b>	<b>Part B</b>	<b>Total</b>
<ul style="list-style-type: none"> <li>2 Questions from each module.</li> <li>Total of 8 Questions, each carrying 3 marks</li> </ul> <p><b>(8x3 =24 marks)</b></p>	<ul style="list-style-type: none"> <li>Each question carries 9 marks.</li> <li>Two questions will be given from each module, out of which 1 question should be answered.</li> <li>Each question can have a maximum of 3 sub divisions.</li> </ul> <p><b>(4x9 = 36 marks)</b></p>	<b>60</b>

**Course Outcomes (COs)**

At the end of the course students should be able to:

<b>Course Outcome</b>		<b>Bloom's Knowledge Level (KL)</b>
<b>CO1</b>	Identify the different types of environmental pollution issues, problems and their solutions	<b>K3</b>
<b>CO2</b>	Demonstrate the environmental management standards, tools and regulations	<b>K3</b>
<b>CO3</b>	Understand the concept of sustainability and the various global initiatives in this direction	<b>K2</b>
<b>CO4</b>	Demonstrate the broad perspective of sustainable practices in business, industry and society	<b>K3</b>

Note: K1- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate, K6- Create

<b>Text Books</b>				
<b>Sl. No</b>	<b>Title of the Book</b>	<b>Name of the Author/s</b>	<b>Name of the Publisher</b>	<b>Edition and Year</b>
1	Fundamentals of Environmental Studies	Basu M. and Xavier S.	Cambridge University Press	2017
2	Sustainability Engineering: Concepts, Design and Case Studies	Allen, D. T. and Shonnard, D. R.,	Pearson Education	2011
3	Systems Analysis for Sustainable Engineering: Theory and Applications	Ni bin Chang	McGraw-Hill Education	2011

Reference Books				
Sl. No	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
1	Engineering applications in sustainable design and development	Bradley. A.S., Adebayo A.O., Maria, P	Cengage learning	2015
2	Introduction to Sustainability Road to a Better Future	Nolberto Munier	Springer	2005
3	An Introduction to Sustainability: Environmental, Social, and Personal Perspectives 2nd Edition	Martin Mulligan	Routledge	2018
4	Environmental and Pollution Science	Ian Pepper, Charles P. Gerba, Mark L. Brusseau	Elsevier	2011

Video Links (NPTEL, SWAYAM...)	
Serial No.	Link ID
1	<a href="https://onlinecourses.nptel.ac.in/noc23_hs155/preview">https://onlinecourses.nptel.ac.in/noc23_hs155/preview</a>
2	<a href="https://onlinecourses.swayam2.ac.in/nou20_ag12/preview">https://onlinecourses.swayam2.ac.in/nou20_ag12/preview</a>
3	<a href="https://onlinecourses.nptel.ac.in/noc21_mg94/preview">https://onlinecourses.nptel.ac.in/noc21_mg94/preview</a>
4	<a href="https://onlinecourses.nptel.ac.in/noc22_de12/preview">https://onlinecourses.nptel.ac.in/noc22_de12/preview</a>
5	<a href="https://onlinecourses.nptel.ac.in/noc21_mg94/preview">https://onlinecourses.nptel.ac.in/noc21_mg94/preview</a>

**MODEL QUESTION PAPER****APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY****FIRST SEMESTER BBA DEGREE EXAMINATION, MONTH AND YEAR****Course Code: BBVAT105****Course Name: ENVIRONMENT SCIENCE AND SUSTAINABILITY**

Max. Marks: 60

Duration: 2 hours 30 minutes

**PART A***Answer all questions. Each question carries 3 marks*

Marks

1	Explain the Scope and importance of environmental science	CO1	(3)
2	Describe the 3R concept in solid waste management	CO1	(3)
3	Explain the significance of Life Cycle Assessment	CO2	(3)
4	State Important environmental legislations in India	CO2	(3)
5	Comment on the relevance of “Sustainability “in the modern world	CO3	(3)
6	“Technology may affect sustainability in positive and negative ways”. Give one example for both cases	CO3	(3)
7	Enlist some of the features of sustainable industrial practices	CO4	(3)
8	Explain the Concept of business sustainability	CO4	(3)

**PART B***Answer any one full question from each module. Each question carries 9 marks***Module 1**

9	a)	Explain the common sources of water pollution and its harmful effects	CO1	(3)
	b)	How will you control water pollution from a chemical industry. List any two solutions.	CO1	(4)

- c) State the impact of Greenhouse effect CO1 (2)

**OR**

- 10 a) List the basic reasons for Ozone layer depletion CO1 (2)
- b) Distinguish the terms Carbon credits, carbon trading CO1 (4)
- c) How will you implement Zero waste concept in your business. CO1 (3)

### Module 2

- 11 a) What are the basic steps involved for certification of an EMS CO2 (4)
- b) What are the advantageous of ISO 1400 standards. What are the points that are to be discussed in management review component of ISO 14001 standards? CO2 (5)

**OR**

- 12 a) List the different steps involved in the conduct of Environmental Impact Assessment CO2 (2)
- b) Which step in EIA involve participation from public? What are the steps involved after the final public consultation CO2 (4)
- c) List any four multilateral Environmental agreements and protocols CO2 (3)

### Module 3

- 13 a) Distinguish among economic sustainability, environmental sustainability, social sustainability. State which one is more important and why? CO3 (4)
- b) Importance and challenges to sustainable development CO3 (5)

**OR**

- 14 a) Write a short note on Millennium Development Goals CO3 (4)
- b) Explain the relevance of Clean Development Mechanism (CDM). CO3 (2)
- c) What is the significance of Sustainable Development goals CO3 (3)

### Module 4

- 15 a) How can sustainable urbanization and poverty reduction be related? CO4 (3)
- b) List any three characteristics of sustainable transport CO4 (2)
- c) List any three sustainable materials for an industrial firm CO4 (4)

**OR**

- 16 a) Discuss any three methods by which you can increase energy efficiency in buildings CO4 (2)
- b) Comment on the statement, “Almost all energy that man uses comes from the Sun”. CO4 (3)
- c) How does the “Resources and its utilisation” influence sustainability CO4 (4)

**SEMESTER S1****SOCIOLOGY**

<b>Course Code</b>	<b>BBMDT106</b>	<b>CIE Marks</b>	40
<b>Teaching Hours/Week (L: T:P: R)</b>	3-0-0-0	<b>ESE Marks</b>	60
<b>Credits</b>	2	<b>Exam Hours</b>	2 Hrs. 30 Min.
<b>Prerequisites (if any)</b>	Nil	<b>Course Type</b>	MDC

**Course Objectives:**

1. To comprehend how sociology uniquely contributes to an understanding of the social world, social problems, and human experience
2. To provide students with a description of gender ideology and practices in multiple social institutions and across cultures and societies
3. To draw attention to the key concepts and institutions which are useful for the understanding of Indian society.

**SYLLABUS**

<b>Module No.</b>	<b>Syllabus Description</b>	<b>Contact Hours</b>
<b>1</b>	Introduction to Sociology: Nature and Scope of Sociology- Origin and history of the discipline, Nature and scope of Sociology, Relationship with other social Sciences - Social Anthropology, History, Psychology, Political Science and Economics. - Basic concepts and Institutions: Society, Community, Institution, Association, Group, Social structure and function, Status and Role.	<b>9</b>
<b>2</b>	Social Processes: Cooperation, Competition, Conflict, Accommodation and Assimilation. Social Institution-Marriage, Family, Kinship, Religion and Social stratification. The individual in/ and the society- Society, Culture and Socialisation, Relationship between individuals and Society, Social control, Norms, Values and Sanctions.	<b>9</b>

<b>3</b>	Basic Institutions of Indian Society I - Family Kinship, Marriage-Hindu, Muslim, Christian, Changing Dimensions. Basic Institutions of Indian Society II –Religion - Hindu, Muslim, Christian, Caste, Class, Changing Dimensions. Social Problems in India I – Poverty, Dowry, Bonded labour, Illiteracy.	<b>9</b>
<b>4</b>	Social Problems in India II – Child abuse, Youth unrest, Drug abuse and Corruption Convergence and Integration – The sharing material traits, cultural space, Language and Regional ethos, the evolution of composite cultural legacy, Change and Transformation in Indian Society, Nation building and National Identity.	<b>9</b>
	<b>Total</b>	<b>36</b>

**Course Assessment Method  
(CIE: 100 Marks)**

**Continuous Internal Evaluation Marks (CIE):**

<b>Attendance</b>	<b>Assignment/ Case study</b>	<b>Internal Examination-1 (Written)</b>	<b>Internal Examination- 2 (Written)</b>	<b>Total</b>
5	10	12.5	12.5	40

**End Semester Examination Marks (ESE)**

*In Part A, all questions need to be answered and in Part B, student can choose any one full question out of two questions from each module*

<b>Part A</b>	<b>Part B</b>	<b>Total</b>
<ul style="list-style-type: none"> <li>2 Questions from each module.</li> <li>Total of 8 Questions, each carrying 3 marks</li> </ul> <p><b>(8 x 3 = 24 marks)</b></p>	<ul style="list-style-type: none"> <li>Each question carries 9 marks.</li> <li>Two questions will be given from each module, out of which 1 question should be answered.</li> <li>Each question can have a maximum of 3 sub divisions.</li> </ul> <p><b>(4 x 9 = 36 marks)</b></p>	<b>60</b>

### Course Outcomes (COs)

At the end of the course students should be able to:

Course Outcome		Bloom's Knowledge Level (KL)
<b>CO1</b>	To enhance the logical and analytical skill to understand the social issues and problems.	<b>K2</b>
<b>CO2</b>	To provide basic and advanced theoretical as well as methodological knowledge of sociology for application.	<b>K2</b>
<b>CO3</b>	To have a good idea regarding the Indian Society and culture	<b>K2</b>
<b>CO4</b>	To create a clear picture about the Social Problems in India	<b>K2</b>

Note: K1- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate, K6- Create

Text Books				
Sl. No	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
<b>1</b>	Sociology - Primary Principles of Sociology	C.N Shankar Rao	S. Chand Publication, New Delhi	2019
<b>2</b>	Sociology: Perception and Conception	Rajendra K Shetri	Mittal Publication, New Delhi	2012
<b>3</b>	Indian Social system	Ram Ahuja	Rawat Publication, New Delhi	1993

Reference Books				
Sl. No	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
<b>1</b>	Society: An Introductory Analysis	R M Maciver, Charles H Page	Surjeet Publication, Delhi	2020
<b>2</b>	Sociology of Indian Society	CN Shankar Rao	S. Chand Publication, New Delhi	2004
<b>3</b>	Marriage and Family in India	K.M. Kapadia	Oxford University Press; 3rd edition	1996



Video Links (NPTEL, SWAYAM...)	
Serial No.	Link ID
1	<a href="https://youtu.be/iChtJ1nr43U">https://youtu.be/iChtJ1nr43U</a>
2	<a href="https://www.youtube.com/watch?v=zVi5hx37yvw">https://www.youtube.com/watch?v=zVi5hx37yvw</a>
3	<a href="https://www.digimat.in/nptel/courses/video/109104074/L36.html">https://www.digimat.in/nptel/courses/video/109104074/L36.html</a>
4	<a href="http://acl.digimat.in/nptel/courses/video/109104074/L22.html">http://acl.digimat.in/nptel/courses/video/109104074/L22.html</a>
5	<a href="https://archive.nptel.ac.in/courses/109/104/109104074/">https://archive.nptel.ac.in/courses/109/104/109104074/</a>

**MODEL QUESTION PAPER****APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY****FIRST SEMESTER BBA DEGREE EXAMINATION, MONTH AND YEAR****Course Code: BBMDT106****Course Name: SOCIOLOGY**

Max. Marks: 60

Duration: 2 hours 30 minutes

**PART A***Answer all questions. Each question carries 3 marks*

		CO	Marks
1	Explain the Nature and Scope of Sociology	CO1	(3)
2	What is Social Anthropology?	CO1	(3)
3	List and explain the Social Processes	CO2	(3)
4	Describe the factors influencing Culture and Socialisation	CO2	(3)
5	Basic Institutions of Indian Society-Explain in detail.	CO3	(3)
6	Narrate the “Changing Dimensions of society”.	CO3	(3)
7	Differentiate convergence from integration	CO4	(3)
8	How Drug abuse and Corruption are connected to society?	CO4	(3)

**PART B***Answer any one full question from each module. Each question carries 9 marks***Module 1**

9	a) How sociology relates to other science subjects?	CO1	(3)
	b) Explain the basic concepts and institutions.	CO1	(4)

- c) Describe Social structure and function with example. CO1 (2)

**OR**

- 10 a) Describe the Origin and history of sociology. CO1 (2)
- b) How Sociology is connected with Psychology? CO1 (4)
- c) Narrate on “Status and Role”. CO1 (3)

### Module 2

- 11 a) How Competition and Conflict can be differentiated in terms of Sociology? CO2 (4)
- b) The individual in/ and the society- Explain on the basis of Sociology. CO2 (5)

**OR**

- 12 a) Give the basics of Social control in terms of Sociology. CO2 (2)
- b) Differentiate accommodation from assimilation. CO2 (4)
- c) How individuals and society are connected? CO2 (3)

### Module 3

- 13 a) Illustrate the concept of “Marriage” in Indian Society. CO3 (4)
- b) “Bonded labour”-Explain in detail. CO3 (5)

**OR**

- 14 a) Give the details of “Dowry System” in Indian perspective. CO3 (4)
- b) How Caste and Class are differentiated in terms of Sociology? CO3 (2)
- c) Explain the steps to eradicate ‘Poverty’. CO3 (3)

### Module 4

- 15 a) How Language and Regional ethos are connected? CO4 (3)
- b) What is meant by “cultural space”? CO4 (2)
- c) Narrate the evolution of composite cultural legacy. CO4 (4)

**OR**

- 16 a) Describe the ways of sharing material traits in terms of sociology. CO4 (2)
- b) As a sociology student how you will eradicate “Child abuse”? CO4 (3)
- c) Explain with illustration” Change and Transformation in Indian Society” CO4 (4)

## SEMESTER S1

### DISASTER MANAGEMENT

<b>Course Code</b>	<b>BBAET107</b>	<b>CIE Marks</b>	40
<b>Teaching Hours/Week (L: T:P: R)</b>	3-0-0-0	<b>ESE Marks</b>	60
<b>Credits</b>	2	<b>Exam Hours</b>	2 Hrs. 30 Min.
<b>Prerequisites (if any)</b>	Nil	<b>Course Type</b>	AEC

#### Course Objectives:

1. To provide a foundational understanding of disaster management.
2. To familiarize students with key concepts, types of disasters, and basic response strategies.
3. To highlight the importance of disaster preparedness and community resilience.

### SYLLABUS

<b>Module No.</b>	<b>Syllabus Description</b>	<b>Contact Hours</b>
<b>1</b>	<p>Systems of earth: Lithosphere- composition, rocks, soils; Atmosphere- layers, ozone layer, greenhouse effect, weather, cyclones, atmospheric circulations, Indian Monsoon; hydrosphere- Oceans, inland water bodies; biosphere</p> <p>Definition and meaning of key terms in Disaster Risk Reduction and Management- disaster, hazard, exposure, vulnerability, risk, risk assessment, risk mapping, capacity, resilience, disaster risk reduction, disaster risk management, early warning systems, disaster preparedness, disaster prevention, disaster mitigation, disaster response, damage assessment, crisis counselling, needs assessment.</p>	<b>9</b>
<b>2</b>	<p>Hazard types and hazard mapping; Vulnerability types and their assessment- physical, social, economic and environmental vulnerability.</p> <p>Disaster risk assessment –approaches, procedures</p>	<b>9</b>

<b>3</b>	Disaster risk management -Core elements and phases of Disaster Risk Management Measures for Disaster Risk Reduction – prevention, mitigation, and preparedness. Disaster response- objectives, requirements; response planning; types of responses. Relief; international relief organizations.	<b>9</b>
<b>4</b>	Participatory stakeholder engagement; Disaster communication-importance, methods, barriers; Crisis counselling  Capacity Building: Concept – Structural and Non-structural Measures, Capacity Assessment; Strengthening Capacity for Reducing Risk	<b>9</b>

**Course Assessment Method**  
(CIE: 40 Marks, ESE: 60 Marks)

**Continuous Internal Evaluation Marks (CIE):**

<b>Attendance</b>	<b>Assignment</b>	<b>Internal Examination-1 (Written)</b>	<b>Internal Examination- 2 (Written)</b>	<b>Total</b>
<b>5</b>	<b>10</b>	<b>12.5</b>	<b>12.5</b>	<b>40</b>

**End Semester Examination Marks (ESE)**

*In Part A, all questions need to be answered and in Part B, each student can choose any one full question out of two questions*

<b>Part A</b>	<b>Part B</b>	<b>Total</b>
<ul style="list-style-type: none"> <li>2 Questions from each module.</li> <li>Total of 8 Questions, each carrying 3 marks</li> </ul> <p style="text-align: center;"><b>(8x3 =24 marks)</b></p>	<ul style="list-style-type: none"> <li>Each question carries 9 marks.</li> <li>Two questions will be given from each module, out of which 1 question should be answered.</li> <li>Each question can have a maximum of 3 sub divisions.</li> </ul> <p style="text-align: center;"><b>(4x9 = 36 marks)</b></p>	<b>60</b>

### Course Outcomes (COs)

At the end of the course students should be able to:

Course Outcome		Bloom's Knowledge Level (KL)
<b>CO1</b>	Define and use various terminologies in use in disaster management parlance and organise each of these terms in relation to the disaster management cycle.	<b>K2</b>
<b>CO2</b>	Distinguish between different hazard types and vulnerability types and do vulnerability assessment.	<b>K2</b>
<b>CO3</b>	Explain the core elements and phases of Disaster Risk Management and develop possible measures to reduce disaster risks across sector and community	<b>K3</b>
<b>CO4</b>	Identify factors that determine the nature of disaster response and discuss the various disaster response actions.	<b>K2</b>

Note: K1- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate, K6- Create

Text Books				
Sl. No	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
1	Disaster Management	R. Subramanian	Vikas Publishing House	2018
2	Disaster Management	M. M. Sulphey	PHI Learning	2016

Reference Books				
Sl. No	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
1	Disaster Risk Management Training Manual	UNDP	UNDP	2016
2	Sendai Framework for Disaster Risk Reduction 2015-2030	United Nations Office for Disaster Risk Reduction.	United Nations Office for Disaster Risk Reduction.	2015

<b>Video Links (NPTEL, SWAYAM...)</b>	
<b>Serial No.</b>	<b>Link ID</b>
1	<a href="https://onlinecourses.swayam2.ac.in/cec19_hs20/preview">https://onlinecourses.swayam2.ac.in/cec19_hs20/preview</a>



**MODEL QUESTION PAPER****APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY****FIRST SEMESTER BBA DEGREE EXAMINATION, MONTH AND YEAR****Course Code: BBAET107****Course Name: DISASTER MANAGEMENT**

Max. Marks: 60

Duration: 2 hours 30 minutes

**PART A***Answer all questions. Each question carries 3 marks*

Marks

1	What is meant by greenhouse effect.	CO1	(3)
2	What are disasters? What are their causes?	CO1	(3)
3	What is Hazard mapping? What are its objectives?	CO2	(3)
4	Explain briefly about the concept of 'vulnerability assessment'.	CO2	(3)
5	List the strategies for disaster risk management 'before', 'during', and 'after' a disaster.	CO3	(3)
6	What is disaster prevention? Distinguish it from disaster mitigation giving examples.	CO3	(3)
7	Briefly explain the levels of stake holder participation in the context of disaster risk reduction	CO4	(3)
8	Explain the necessity of communication in disaster management.	CO4	(3)

**PART B***Answer any one full question from each module. Each question carries 9 marks***Module 1**

9	a) Explain the different types of cyclones and the mechanism of their formation	CO1	(5)
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- b) Explain the difference between hazard and risk in the context of disaster management CO1 (4)

**OR**

- 10 a) Explain the following terms in the context of disaster management CO1 (9)  
(i) exposure (ii) resilience (iii) disaster risk management (iv) early warning systems, (v) damage assessment (vi) crisis counselling.

## **Module 2**

- 11 a) What is participatory hazard mapping? How is it conducted? CO2 (5)  
b) Explain the applications of hazard maps CO2 (4)

**OR**

- 12 a) Explain the types of vulnerabilities and the approaches to assess them CO2 (9)

## **Module 3**

- 13 a) Explain the core elements of disaster risk management CO3 (5)  
b) Explain the factors that decide the nature of disaster response CO3 (4)

**OR**

- 14 a) Explain the different disaster response actions CO3 (5)  
b) Explain the components of a comprehensive disaster preparedness strategy CO3 (4)

## **Module 4**

- 15 a) Explain the benefits and costs of stakeholder participation in disaster management CO4 (5)  
b) How are stakeholders in disaster management identified? CO4 (4)

**OR**

- 16 a) What are the steps to effective disaster communication CO4 (5)  
b) Explain capacity building in the context of disaster management CO4 (4)

# **SEMESTER 2**

## SEMESTER S2

### ORGANIZATIONAL BEHAVIOUR

<b>Course Code</b>	<b>BBPCT201</b>	<b>CIE Marks</b>	40
<b>Teaching Hours/Week (L: T:P: R)</b>	3-1-0-0	<b>ESE Marks</b>	60
<b>Credits</b>	4	<b>Exam Hours</b>	2 Hrs. 30 Min.
<b>Prerequisites (if any)</b>	Nil	<b>Course Type</b>	PCC

#### Course Objectives:

1. To expose the students to the fundamentals of Organizational Behaviour.
2. To make students familiar in working with people, nature of organizations, communication, leadership and motivation of people.
3. To help students develop a conceptual understanding of OB theories

### SYLLABUS

<b>Module No.</b>	<b>Syllabus Description</b>	<b>Contact Hours</b>
<b>1</b>	Introduction to Organizational Behaviour: Definition, Evolution of the Concept of OB, Contributions to OB by major behavioural science disciplines, Challenge and Opportunities for OB managers, Models of OB study (Custodial Model, Supportive Model)	<b>11</b>
<b>2</b>	Foundations of Individual Behaviour Attitudes and Job Satisfaction, Components of Attitude, Major Job Attitude, Job Satisfaction, Personality and Values, Personality Determinants, MBTI, Big – Five Model, Values, Formation, Types of Values, Perception	<b>11</b>
<b>3</b>	Motivation and Leadership Concept of motivation, Definition, Theories of Motivation, Maslow's need Theory, Theory X and Theory Y, Two Factor Theory, Vroom's Expectancy Theory. Concept of Leadership, Theories of leadership, Traits of good Leader	<b>11</b>

<b>4</b>	Groups and Teams Foundations of Group Behaviour, Formation of Group, Group - Classification, Properties, Roles, norms, status, size and cohesiveness, Group decision making, understanding teams, creating effective teams, Conflict Process, Conflict management communication, Culture.	<b>11</b>
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**Course Assessment Method**  
(CIE: 40 Marks, ESE: 60 Marks)

**Continuous Internal Evaluation Marks (CIE):**

Attendance	Assignment/Case Study/	Internal Examination-1 (Written)	Internal Examination- 2 (Written/)	Total
<b>5</b>	<b>10</b>	<b>12.5</b>	<b>12.5</b>	<b>40</b>

**End Semester Examination Marks (ESE)**

*In Part A, all questions need to be answered and in Part B, each student can choose any one full question out of two questions*

Part A	Part B	Total
<ul style="list-style-type: none"> <li>2 Questions from each module.</li> <li>Total of 8 Questions, each carrying 3 marks</li> </ul> <p style="text-align: center;"><b>(8x3 =24 marks)</b></p>	<ul style="list-style-type: none"> <li>Each question carries 9 marks.</li> <li>Two questions will be given from each module, out of which 1 question should be answered.</li> <li>Each question can have a maximum of 3 sub divisions.</li> </ul> <p style="text-align: center;"><b>(4x9 = 36 marks)</b></p>	<b>60</b>

### Course Outcomes (COs)

At the end of the course, the students should be able to:

Course Outcome		Bloom's Knowledge Level (KL)
<b>CO1</b>	Infer the fundamentals of Organizational Behaviour	<b>K2</b>
<b>CO2</b>	Build a knowledge in working with people, nature of organizations, communication, leadership and motivation of people.	<b>K3</b>
<b>CO3</b>	Interpret and develop a conceptual understanding of OB theories	<b>K2</b>
<b>CO4</b>	Utilize the ideas and skills of OB into practice	<b>K3</b>

Note: K1- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate, K6- Create

Text Books				
Sl. No	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
1	Organizational Behaviour	Fred Luthans	McGraw Hill Inc	2008
2	Organizational Behaviour	John Newstrom and Keith Davis	Tata McGraw Hill	2007
3	Organizational Behaviour	K Ashwathapa	Himalaya Publishing House	2010

Reference Books				
Sl. No	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
1	Organisational Behaviour New	K Ashwathapa	Himalaya Publishing House	2015
2	Organizational Behaviour	Neharika Vohra Stephen P. Robbins, Timothy A. Judge	Pearson	2022
3	Organizational Behavior (Fifteenth Edition)	Stephen P. Robbins, Timothy A. Judge, Neharika Vohra	Pearson	2014

Video Links (NPTEL, SWAYAM...)	
Serial No.	Link ID
1	<a href="https://youtu.be/HKe0e7-epIA">https://youtu.be/HKe0e7-epIA</a>
2	<a href="https://youtu.be/X_u3v4ocg_E">https://youtu.be/X_u3v4ocg_E</a>
3	<a href="https://youtu.be/2PjibaSWxBA">https://youtu.be/2PjibaSWxBA</a>
4	<a href="https://youtu.be/NqwvcK1iI6w">https://youtu.be/NqwvcK1iI6w</a>
5	<a href="https://youtu.be/3WyYvUJexiE">https://youtu.be/3WyYvUJexiE</a>

**MODEL QUESTION PAPER****APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY****SECOND SEMESTER BBA DEGREE EXAMINATION, MONTH AND YEAR****Course Code: BBPCT201****Course Name: ORGANIZATIONAL BEHAVIOUR**

Max. Marks: 60

Duration: 2 hours 30 minutes

**PART A***Answer all questions. Each question carries 3 marks*

Marks

1	Explain the concept of OB	CO1	(3)
2	What are the opportunities for OB managers ?	CO1	(3)
3	Give the components of Attitude	CO2	(3)
4	How personality and values are connected?	CO2	(3)
5	Theories of motivation-Briefly explain	CO3	(3)
6	Whether motivation and leadership are connected? Explain	CO3	(3)
7	Discuss the formation of Group.	CO4	(3)
8	Conflict management-Explain	CO4	(3)

**PART B***Answer any one full question from each module. Each question carries 9 marks***Module 1**

9	a) What is meant by models in OB	CO1	(3)
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- b) Explain any two types of models in detail. CO1 (4)
- c) Give the contribution of OB to managerial science. CO1 (2)

**OR**

- 10 a) Explain how OB has evolved ? CO1 (2)
- b) With illustration explain the contribution of OB to other Science CO1 (4)
- c) “The study of behavioural science is essential for a Manager “- Explain why? CO1 (3)

**Module 2**

- 11 a) Explain Big – Five Model in detail. CO2 (4)
- b) How Custodial Model is different from Supportive Model? CO2 (5)

**OR**

- 12 a) MBTI- explain in detail. CO2 (2)
- b) Explain the factors of personality determinants CO2 (4)
- c) Write a short note on - Perception CO2 (3)

**Module 3**

- 13 a) Vroom’s Expectancy Theory-Explain with illustration CO3 (4)
- b) How “Maslow’s need Theory” is essential for a Manager? CO3 (5)

**OR**

- 14 a) Narrate the “Theories of leadership”. CO3 (4)
- b) Two Factor Theory-Explain the contents. CO3 (2)
- c) Differentiate Theory X from Theory Y CO3 (3)

**Module 4**

- |    |  |     |     |
|----|--|-----|-----|
| 15 | a) Derive the foundations of Group Behaviour     | CO4 | (3) |
|    | b) What is group cohesiveness ?                  | CO4 | (2) |
|    | c) Culture and its role in a Managerial position | CO4 | (4) |

**OR**

- |    |   |     |     |
|----|---|-----|-----|
| 16 | a) “Groups and Teams”, how these terms can be differentiated? | CO4 | (2) |
|    | b) Illustrate the Properties, Roles of Groups                 | CO4 | (3) |
|    | c) Give the procedure for Conflict Process                    | CO4 | (4) |

## SEMESTER S2

### INTRODUCTION TO ACCOUNTING PRINCIPLES

<b>Course Code</b>	<b>BBPCT202</b>	<b>CIE Marks</b>	40
<b>Teaching Hours/Week (L: T:P: R)</b>	3-1-0-0	<b>ESE Marks</b>	60
<b>Credits</b>	4	<b>Exam Hours</b>	2 Hrs. 30 Min.
<b>Prerequisites (if any)</b>	Nil	<b>Course Type</b>	PCC

#### Course Objectives:

1. The basic objective of the course is to equip the students with the understanding of accounting rules and double entry system.
2. The course is designed so that the students can understand the scientific preparation of transaction with relevant interpret.
3. The course also provides students with knowledge on preparation of cash flow statements and company accounts.

### SYLLABUS

<b>Module No.</b>	<b>Syllabus Description</b>	<b>Contact Hours</b>
<b>1</b>	<b>Introduction to Accounting</b> Understanding the meaning, nature, functions and usefulness of accounting, branches of accounting, accounting equation, accounting concepts and Generally Accepted Accounting Principles. An overview of Indian and US GAAP. Introduction to IFRS	<b>11</b>
<b>2</b>	<b>Recording of Transactions Concept of double entry</b> Understanding the Accounting cycle. Preparation of voucher, journal, ledger and trial balance and numerical on the same. Subsidiary Books	<b>11</b>

	Preparation of subsidiary books including purchase book, sales book, purchase returns book and sales return books and numerical on the same. Cash book, types of cash book and balancing of cashbook. Numerical on single column cashbook, double column cashbook, triple column cashbook and petty cash book.	
<b>3</b>	<b>Financial Statements</b> Preparation of trading account, manufacturing account, profit and loss account and balance sheet (Schedule VI Revised) along with adjustments and numerical on the same.	<b>11</b>
<b>4</b>	<b>Financial Statement Analysis</b> Introduction, objectives of financial statement analysis, Techniques- Ratio analysis, Comparative analysis with numerical on the same. Limitations of financial statement analysis. Purpose, use and structure of the Statement of Cash Flows, Preparation of the statement of cash flows as per AS-3. Reporting cash flows and interpreting the statement of cash flows with numerical on the same.	<b>11</b>

**Course Assessment Method**  
**(CIE: 40 Marks, ESE: 60 Marks)**

**Continuous Internal Evaluation Marks (CIE):**

<b>Attendance</b>	<b>Assignment/Case Study/ Microproject</b>	<b>Internal Examination-1 (Written)</b>	<b>Internal Examination- 2 (Written)</b>	<b>Total</b>
5	10	12.5	12.5	40

**End Semester Examination Marks (ESE)**

*In Part A, all questions need to be answered and in Part B, each student can choose any one full question out of two questions*

<b>Part A</b>	<b>Part B</b>	<b>Total</b>
<ul style="list-style-type: none"> <li>• 2 Questions from each module.</li> <li>• Total of 8 Questions, each carrying 3 marks</li> </ul> <p><b>(8x3 =24 marks)</b></p>	<ul style="list-style-type: none"> <li>• Each question carries 9 marks.</li> <li>• Two questions will be given from each module, out of which 1 question should be answered.</li> <li>• Each question can have a maximum of 3 sub divisions.</li> </ul> <p><b>(4x9 = 36 marks)</b></p>	<b>60</b>

**Course Outcomes (COs)**

At the end of the course students should be able to:

<b>Course Outcome</b>		<b>Bloom's Knowledge Level (KL)</b>
<b>CO1</b>	Understand accounting practice for measurement and disclosure of information, and financial decision making, having regard to IFRS applicability.	<b>K2</b>
<b>CO2</b>	Analyse the financial position of the company.	<b>K4</b>
<b>CO3</b>	Identify and interpret published financial information.	<b>K3</b>
<b>CO4</b>	Analyse cash position of the company and sources from where they are raising the fund and utilising the fund.	<b>K4</b>

Note: K1- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate, K6- Create

<b>Text Books</b>				
<b>Sl. No</b>	<b>Title of the Book</b>	<b>Name of the Author/s</b>	<b>Name of the Publisher</b>	<b>Edition and Year</b>
1	Financial Accounting	S.P. Jain & Narang	Kalyani Publishers	2 <sup>nd</sup> 2015
2	Financial Accounting Concepts and Applications	J R MONGA	Mayur Paperbacks	34 <sup>th</sup> edition 2020
3	Advanced Accounts	M.C. Shukla and T.S. Grewal,	Sultan Chand and Sons	19 <sup>th</sup> edition 2020

<b>Reference Books</b>				
<b>Sl. No</b>	<b>Title of the Book</b>	<b>Name of the Author/s</b>	<b>Name of the Publisher</b>	<b>Edition and Year</b>
1	Modern Accountancy	Mukherjee & Hanif	Tata McGraw-Hill Publishing Company	2 <sup>nd</sup> edition 2017
2	Financial Accounting	P.C. Tulsian,	Sultan Chand and Sons	2023

<b>Video Links (NPTEL, SWAYAM...)</b>	
<b>Serial No.</b>	<b>Link ID</b>
1	<a href="https://onlinecourses.swayam2.ac.in/cec19_cm04/preview">https://onlinecourses.swayam2.ac.in/cec19_cm04/preview</a>
2	<a href="https://onlinecourses.nptel.ac.in/noc23_mg65/preview">https://onlinecourses.nptel.ac.in/noc23_mg65/preview</a>

**MODEL QUESTION PAPER****APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY****SECOND SEMESTER BBA DEGREE EXAMINATION, MONTH AND YEAR****Course Code: BBPCT202****Course Name: INTRODUCTION TO ACCOUNTING PRINCIPLES**

Max. Marks: 60

Duration: 2 hours 30 minutes

**PART A***Answer all questions. Each question carries 3 marks*

Marks

1	Define Accounting?	CO1	(3)
2	What are the main branches of accounting?	CO1	(3)
3	What is the concept of double entry in accounting?	CO2	(3)
4	Define a 'voucher' in accounting.	CO2	(3)
5	What is the purpose of preparing a trading account?	CO3	(3)
6	What is the key difference between a manufacturing account and a trading account?	CO3	(3)
7	What is the primary objective of financial statement analysis?	CO4	(3)
8	Name two common techniques used in financial statement analysis.	CO4	(3)

**PART B***Answer any one full question from each module. Each question carries 9 marks***Module 1**

9	a) Discuss the nature and usefulness of accounting in business.	CO1	(5)
	b) Explain the accounting concepts and principles under Indian GAAP and compare them with US GAAP.	CO1	(4)

**OR**

- 10 a) Explain the meaning, nature, and functions of accounting. Discuss how accounting is useful to different stakeholders in a business. CO1 (5)
- b) Describe the accounting equation and its significance in financial accounting. Provide an example to illustrate how the accounting equation is maintained. CO1 (4)

**Module 2**

- 11 a) Describe the accounting cycle and its steps from the initiation of a transaction to the preparation of financial statements. CO2 (4)
- b) Explain the process of preparing subsidiary books with examples of purchase book, sales book, purchase returns book, and sales returns book. CO2 (5)

**OR**

- 12 a) Describe the different types of cash books and explain how to balance each type. Provide an example for each type. CO2 (4)
- b) Prepare a journal entry for the following transactions and then post them to the ledger accounts. Include the preparation of a trial balance from the ledger balances. CO2 (5)
- Transactions:
    - Purchased goods worth \$2,000 on credit from ABC Ltd.
    - Sold goods worth \$1,500 for cash.
    - Paid \$500 in rent by cheque.
  - Journal Entries:
    - Debit Purchases \$2,000, Credit Accounts Payable \$2,000
    - Debit Cash \$1,500, Credit Sales \$1,500
    - Debit Rent Expense \$500, Credit Bank \$500
  - Posting to Ledger:
    - Record each transaction in the appropriate ledger accounts (Purchases, Accounts Payable, Cash, Sales, Rent Expense, Bank).
  - Trial Balance Preparation:
    - Summarize ledger balances and ensure that debits equal credits.



### Module 3

- 13 a) Prepare a trading account, profit and loss account, and balance sheet from the following trial balance and adjustments. CO3 (5)

Trial Balance:

- Sales: \$100,000
- Purchases: \$60,000
- Opening Stock: \$10,000
- Closing Stock: \$12,000
- Rent Expense: \$4,000
- Salaries: \$8,000
- Advertising Expense: \$2,000
- Bank Loan Interest: \$1,000
- Capital: \$40,000
- Drawings: \$5,000

Adjustments:

- Prepaid Rent: \$1,000
- Accrued Salaries: \$500

- b) Explain the preparation of a manufacturing account. Prepare a manufacturing account from the following details: CO3 (4)

Details:

- Opening Stock of Raw Materials: \$5,000
- Purchases of Raw Materials: \$25,000
- Direct Wages: \$10,000
- Factory Overheads: \$6,000
- Closing Stock of Raw Materials: \$4,000
- Opening Work in Progress: \$2,000
- Closing Work in Progress: \$1,000

**OR**

- 14 a) Discuss the adjustments required for preparing accurate financial statements. Provide examples of adjustments for accrued expenses, prepaid expenses, and depreciation. CO3 (4)

- b) Prepare a balance sheet from the following trial balance and adjustments. CO3 (2)

Trial Balance:

- Cash: \$10,000

- Accounts Receivable: \$15,000
- Inventory: \$20,000
- Accounts Payable: \$8,000
- Bank Loan: \$5,000
- Capital: \$30,000

Adjustments:

- Accrued Expenses: \$1,000
- Prepaid Insurance: \$500

- c) Prepare a profit and loss account from the following trial balance and adjustments. CO3 (3)

Trial Balance:

- Sales: \$80,000
- Purchases: \$50,000
- Opening Stock: \$8,000
- Closing Stock: \$6,000
- Office Rent: \$2,000
- Salaries: \$5,000
- Depreciation on Equipment: \$1,000
- Interest Income: \$500
- Capital: \$20,000

Adjustments:

- Prepaid Office Rent: \$200

#### Module 4

- 15 a) Explain the objectives of financial statement analysis and how it benefits different stakeholders. Provide examples of how investors and creditors use this analysis. CO4 (4)
- b) Discuss the technique of ratio analysis and explain how liquidity ratios, profitability ratios, and solvency ratios are used in financial statement analysis. Provide numerical examples for each. CO4 (5)

**OR**

- 16 a) Explain how comparative analysis is conducted. Prepare a comparative analysis using hypothetical data for two years to show how it helps in evaluating a company's performance. CO4 (2)

- b) Describe the purpose and structure of the Statement of Cash Flows. Prepare a Statement of Cash Flows as per AS-3 from the following information: CO4 (3)

Information:

- Net Income: \$25,000
- Depreciation: \$4,000
- Increase in Accounts Receivable: \$3,000
- Decrease in Inventory: \$2,000
- Increase in Accounts Payable: \$1,500
- Purchase of Equipment: \$5,000
- Proceeds from Issuance of Shares: \$7,000
- Dividends Paid: \$2,000

- c) Interpret the Statement of Cash Flows and discuss how it provides insights into a company's cash management and financial health. Provide an example based on the cash flow statement prepared above. CO4 (4)

## SEMESTER S2

### BUSINESS ENVIRONMENT

<b>Course Code</b>	<b>BBPCT203</b>	<b>CIE Marks</b>	40
<b>Teaching Hours/Week (L: T:P: R)</b>	3-1-0-0	<b>ESE Marks</b>	60
<b>Credits</b>	4	<b>Exam Hours</b>	2 Hrs. 30 Min.
<b>Prerequisites (if any)</b>	Nil	<b>Course Type</b>	PCC

#### Course Objectives:

1. To acquaint students with the issues of the business environment in which the corporate sector has to operate.
2. To familiarise them with the techniques available for scanning and monitoring the environment.
3. To provide some basic knowledge about the international environment pertaining to business.

### SYLLABUS

<b>Module No.</b>	<b>Syllabus Description</b>	<b>Contact Hours</b>
<b>1</b>	Introduction to Business Environment: Nature and Significance Business Environment. Components of Business Environment, Techniques of Environment Scanning. Economic Environment of Business: Economic Systems. Economic Planning in India, Brief idea of Industrial Policy, Fiscal policy, Monetary policy and EXIM policy.	<b>11</b>
<b>2</b>	Political and Legal Environment of Business: Three political institutions: Legislature, Executive and Judiciary. Foreign Exchange Management Act (FEMA), Consumer Protection Act. Introduction to Liberalization, Privatization and Globalization: Factors facilitating and impeding	<b>11</b>

	globalisation in India	
<b>3</b>	Socio-Cultural Environment: Critical elements of socio-cultural Environment. Social responsibility of business. Business Ethics and Corporate Social Responsibility. Public Sector-Changing Role of Public Sector - Relevance of Public Sector – Public Sector reforms. Regulatory framework with reference to Banking and Security Market. Technological Environment.	<b>11</b>
<b>4</b>	International Business Environment: Multinational Corporations-Benefits and Problems. Mergers and acquisitions - reasons - trends - Advantages and Disadvantages. WTO, Consequences of WTO for India. IMF. Regional Groupings.	<b>11</b>

**Course Assessment Method**  
(CIE: 40 Marks, ESE: 60 Marks)

**Continuous Internal Evaluation Marks (CIE):**

<b>Attendance</b>	<b>Assignment/ Case Study/ Microproject</b>	<b>Internal Examination-1 (Written)</b>	<b>Internal Examination- 2 (Written exam)</b>	<b>Total</b>
<b>5</b>	<b>10</b>	<b>12.5</b>	<b>12.5</b>	<b>40</b>

**End Semester Examination Marks (ESE)**

*In Part A, all questions need to be answered and in Part B, each student can choose any one full question out of two questions*

<b>Part A</b>	<b>Part B</b>	<b>Total</b>
<ul style="list-style-type: none"> <li>• 2 Questions from each module.</li> <li>• Total of 8 Questions, each carrying 3 marks</li> </ul> <p><b>(8x3 =24 marks)</b></p>	<ul style="list-style-type: none"> <li>• Each question carries 9 marks.</li> <li>• Two questions will be given from each module, out of which 1 question should be answered.</li> <li>• Each question can have a maximum of 3 sub divisions.</li> </ul> <p><b>(4x9 = 36 marks)</b></p>	<b>60</b>

**Course Outcomes (COs)**

At the end of the course students should be able to:

<b>Course Outcome</b>		<b>Bloom's Knowledge Level (KL)</b>
<b>CO1</b>	Understand the complexities of the business environment and their impact on the business.	<b>K2</b>
<b>CO2</b>	Explain the relationships between Government and business and understand the country's political, economic, legal, and social policies.	<b>K2</b>
<b>CO3</b>	To outline the current economic conditions in developing emerging markets and infer present and future opportunities.	<b>K2</b>
<b>CO4</b>	To apply the concept of Industrial functioning and strategies to overcome challenges in competitive markets.	<b>K3</b>

Note: K1- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate, K6- Create

<b>Text Books</b>				
<b>Sl. No</b>	<b>Title of the Book</b>	<b>Name of the Author/s</b>	<b>Name of the Publisher</b>	<b>Edition and Year</b>
1	Essentials of Business Environment - Text, Cases and Exercises	K. Aswathappa	Himalaya Publishing House	15 <sup>th</sup> E, 2019
2	Business Environment - Text and Cases	Francis Cherunilam	Himalaya Publishing House	27 <sup>th</sup> RE, 2016
3	Business Environment- Text and Cases	Paul, Justin	McGraw Hill Education (India)	4 <sup>th</sup> RE, 2018
4	Business Environment	Shaikh Saleem and Jayadev Sahu	Pearson	1 <sup>st</sup> E, 2011

<b>Reference Books</b>				
<b>Sl. No</b>	<b>Title of the Book</b>	<b>Name of the Author/s</b>	<b>Name of the Publisher</b>	<b>Edition and Year</b>
1	Business Environment	Ramachandara, Archana and Ravi	Himalaya Publishing House	New Edition, 2017
2	Business Environment	Justin Paul	McGraw Hill	4 <sup>th</sup> E, 2018
3	Business Environment – The Essential Economic Ecosystem	Satya P. Das, J.K. Goyal, Deepti Kakar	Taxmann	2024

<b>Video Links (NPTEL, SWAYAM...)</b>	
<b>Serial No.</b>	<b>Link ID</b>
1	Business Environment; IIS (deemed to be University), Jaipur, Link: <a href="https://onlinecourses.swayam2.ac.in/imb22_mg02/preview">https://onlinecourses.swayam2.ac.in/imb22_mg02/preview</a>

**MODEL QUESTION PAPER****APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY****SECOND SEMESTER BBA DEGREE EXAMINATION, MONTH AND YEAR****Course Code: BBPCT203****Course Name: BUSINESS ENVIRONMENT**

Max. Marks: 60

Duration: 2 hours 30 minutes

**PART A***Answer all questions. Each question carries 3 marks*

Marks

1	Explain the concept of Fiscal Policy.	CO1	(3)
2	What is Monetary Policy?	CO1	(3)
3	Explain the concept of Privatization.	CO2	(3)
4	Explain the cost of Globalization.	CO2	(3)
5	Explain the importance of understanding the technological environment in business.	CO3	(3)
6	Narrate the concept of “Corporate Social Responsibility”.	CO3	(3)
7	Describe the advantages of WTO.	CO4	(3)
8	What do you mean by Mergers and Acquisitions	CO4	(3)

**PART B***Answer any one full question from each module. Each question carries 9 marks***Module 1**

9	a) Explain in detail the components of the Business Environment.	CO1	(3)
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- |    |   |     |     |
|----|---|-----|-----|
| b) | List out the nature and significance of the Business Environment. | CO1 | (4) |
| c) | Describe the basic concept of Exim Policy.                        | CO1 | (2) |

**OR**

- |    |    |  |     |     |
|----|----|--|-----|-----|
| 10 | a) | Describe the Economic environment.               | CO1 | (2) |
|    | b) | List out the techniques of Environment Scanning. | CO1 | (4) |
|    | c) | Narrate on “Economic Planning in India”.         | CO1 | (3) |

### Module 2

- |    |    |   |     |     |
|----|----|---|-----|-----|
| 11 | a) | Describe the application of scanning the political environment in management. | CO2 | (4) |
|    | b) | Narrate on “three political institutions in the political environment”.       | CO2 | (5) |

**OR**

- |    |    |   |     |     |
|----|----|---|-----|-----|
| 12 | a) | Describe the importance of the Consumer Protection Act.           | CO2 | (4) |
|    | b) | Explain Factors facilitating and impeding globalisation in India. | CO2 | (5) |

### Module 3

- |    |    |   |     |     |
|----|----|---|-----|-----|
| 13 | a) | Illustrate in detail the critical elements of Socio-Cultural Elements | CO3 | (4) |
|    | b) | “Corporate Social Responsibility”-Explain in detail.                  | CO3 | (5) |

**OR**

- |    |    |   |     |     |
|----|----|---|-----|-----|
| 14 | a) | Explain in detail about the changing role of the public sector.   | CO3 | (4) |
|    | b) | Explain the relevance of the public sector                        | CO3 | (2) |
|    | c) | Explain the importance of scanning the technological environment. | CO3 | (3) |

### Module 4

- |    |    |  |     |     |
|----|----|--|-----|-----|
| 15 | a) | Explain the concept of the International Business Environment.             | CO4 | (3) |
|    | b) | Illustrate in detail the concept of Mergers.                               | CO4 | (2) |
|    | c) | List out the reasons why a company should go for Mergers and Acquisitions. | CO4 | (4) |

**OR**

- |    |   |     |     |
|----|---|-----|-----|
| 16 | a) Describe about IMF.  | CO4 | (2) |
|    | b) Explain the consequences of WTO for India.   | CO4 | (3) |
|    | c) As a business student, explain in detail about the advantages and disadvantages of Mergers and Acquisitions. | CO4 | (4) |

## SEMESTER S2

### BUSINESS COMMUNICATION

<b>Course Code</b>	<b>BBSET204</b>	<b>CIE Marks</b>	40
<b>Teaching Hours/Week (L: T:P: R)</b>	2-0-2-0	<b>ESE Marks</b>	60
<b>Credits</b>	3	<b>Exam Hours</b>	2 Hrs. 30 Min.
<b>Prerequisites (if any)</b>	Nil	<b>Course Type</b>	SEC

#### Course Objectives:

1. To develop effective business communication skills
2. To enhance proficiency in written, oral, and interpersonal communication
3. To understand and apply communication strategies in a business environment and to improve non-verbal communication skills.

### SYLLABUS

<b>Module No.</b>	<b>Syllabus Description</b>	<b>Contact Hours</b>
<b>1</b>	<b>Fundamentals of Business Communication:</b> Introduction to Communication - Meaning, Definition, Importance & process, Need & objectives of communication, 7c's of communication, Barriers of communication, how to overcome communication Barrier, Listening and Feedback, Importance of Listening in Business, Types of Listening: Active and Passive Listening, Techniques to Improve Listening Skills, Providing Constructive Feedback.	<b>11</b>
<b>2</b>	<b>Written Business Communication:</b> Business Correspondence: Structure and Format of Business Letters, Types of Business Letters: Inquiry, Complaint, Order, Sales, and Adjustment Letters, Email Etiquette: Crafting Professional Emails. Reports and Proposals, Types of Business Reports: Informational and Analytical Reports, Structure and Components of Reports, Writing Effective Business Proposals. Memos and Notices, Purpose and Format of Memos, Writing Notices and Circulars.	<b>11</b>

<b>3</b>	<b>Oral Business Communication</b> - Oral Communication Skills, Public Speaking: Structure and Delivery Techniques, Presentation Skills: Preparing and Delivering Effective Presentations Use of Visual Aids in Presentations. Interpersonal Communication: One-on-One Communication, Group Communication Dynamics, Conducting and Participating in Meetings. Negotiation and Persuasion: Fundamentals of Negotiation, Persuasion Techniques in Business.	<b>11</b>
<b>4</b>	<b>Non-verbal Communication and Digital Communication</b> Types: Body Language, Facial Expressions, Gestures, Posture, and Eye Contact, Importance and Impact of Non-verbal Cues, Interpreting Non-verbal Signals. Understanding Cultural Differences in Communication, Effective Communication in a Global Business Environment. Digital and Social Media Communication: Digital Communication Tools: Emails, Instant Messaging, Video Conferencing. Ethical Communication in Business, Confidentiality and Privacy Issues, Legal Aspects of Business Communication.	<b>11</b>

**Lab Activities\***

Written: Letter writing, CV writing, Attending a meeting and Minute Preparation, Vocabulary Building

Spoken: Phonetics, MMFS (Multimedia Feedback System), Mirroring, Elevator Pitch, telephone etiquette, qualities of a good presentation with emphasis on body language and use of visual aids.

Listening: Exercises based on audio materials like radio and podcasts, Listening to Song, Practice and exercises.

Reading: Speed Reading, Reading with the help of Audio Visual Aids, Reading Comprehension Skills

Mock interview and Debate/Group Discussion: concepts, types, Do's and don'ts- intensive practice

**Course Assessment Method**  
**(CIE: 40 Marks, ESE: 60 Marks)**

**Continuous Internal Evaluation Marks (CIE):**

<b>Attendance</b>	<b>Assignment/Case Study/ Microproject/Lab Record*</b>	<b>Internal Examination-1 (Written)</b>	<b>Internal Examination- 2 (Written/Lab exam*)</b>	<b>Total</b>
<b>5</b>	<b>10</b>	<b>12.5</b>	<b>12.5</b>	<b>40</b>

\*Marks for lab activities can be incorporated in these sections, as decided by the course committee of the college. There will not be any ESE for Lab.

### End Semester Examination Marks (ESE)

*In Part A, all questions need to be answered and in Part B, each student can choose any one full question out of two questions*

Part A	Part B	Total
<ul style="list-style-type: none"> <li>2 Questions from each module.</li> <li>Total of 8 Questions, each carrying 3 marks</li> </ul> <p><b>(8x3 =24marks)</b></p>	<ul style="list-style-type: none"> <li>Each question carries 9 marks.</li> <li>Two questions will be given from each module, out of which 1 question should be answered.</li> <li>Each question can have a maximum of 3 sub divisions.</li> </ul> <p><b>(4x9 = 36 marks)</b></p>	<b>60</b>

### Course Outcomes (COs)

At the end of the course students should be able to:

Course Outcome		Bloom's Knowledge Level (KL)
<b>CO1</b>	Grasp the essential components and types of communication, understand the principles of effective communication, and learn to overcome communication barriers, enhancing their listening and feedback skills.	<b>K1</b>
<b>CO2</b>	Develop the ability to craft professional business correspondence, including letters, emails, reports, and proposals, and understand the importance of accurate documentation and record keeping.	<b>K2</b>
<b>CO3</b>	Improve their public speaking and presentation abilities, enhance interpersonal and group communication skills, develop negotiation and persuasion techniques, and master interviewing skills	<b>K2</b>
<b>CO4</b>	Interpret non-verbal communication cues, navigate cross-cultural communication challenges, utilize digital and social media tools effectively, and understand the ethical and legal considerations in business communication.	<b>K3</b>

Note: K1- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate, K6- Create

<b>Text Books</b>				
<b>Sl. No</b>	<b>Title of the Book</b>	<b>Name of the Author/s</b>	<b>Name of the Publisher</b>	<b>Edition and Year</b>
1	Business Communication: Building Critical Skills	Kitty O. Locker and Stephen Kyo Kaczmarek	McGraw-Hill Education	7 <sup>th</sup> , 2021
2	Essentials of Business Communication	Mary Ellen Guffey and Dana Loewy	Cengage Learning	11 <sup>th</sup> , 2021
3	Business Communication: Process & Product	Shirley Taylor	Pearson	09 <sup>th</sup> 2021
4	"Effective Business Communication"	Herta A. Murphy, Herbert W. Hildebrandt, and Jane P. Thomas	McGraw-Hill Education	5 <sup>th</sup> , 2018

<b>Reference Books</b>				
<b>Sl. No</b>	<b>Title of the Book</b>	<b>Name of the Author/s</b>	<b>Name of the Publisher</b>	<b>Edition and Year</b>
1	Excellence in Business Communication	John V. Thill and Courtland L. Bovee	Pearson	12 <sup>th</sup> , 2022
2	Business Communication: Polishing Your Professional Presence	Barbara G. Shwom and Lisa Gueldenzoph Snyder	Pearson	3 <sup>rd</sup> , 2020

<b>Video Links (NPTEL, SWAYAM...)</b>	
<b>Serial No.</b>	<b>Link ID</b>
1	<a href="https://onlinecourses.swayam2.ac.in/nou21_lb11/preview">https://onlinecourses.swayam2.ac.in/nou21_lb11/preview</a>
2	<a href="https://onlinecourses.swayam2.ac.in/cec22_cm03/preview">https://onlinecourses.swayam2.ac.in/cec22_cm03/preview</a>
3	<a href="https://nptel.ac.in/courses/109104031">https://nptel.ac.in/courses/109104031</a>

**MODEL QUESTION PAPER****APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY****SECOND EMESTER BBA DEGREE EXAMINATION, MONTH AND YEAR****Course Code: BBSET204****Course Name: BUSINESS COMMUNICATION**

Max. Marks: 60

Duration: 2 hours 30 minutes

**PART A***Answer all questions. Each question carries 3 marks*

Marks

1	Explain the importance of communication in an organisation?	CO1	(3)
2	What is meant by Constructive feedback?	CO1	(3)
3	Describe the purpose of Memos	CO2	(3)
4	What is meant by Analytical Reports?	CO2	(3)
5	Explain Public Speaking Skills?	CO3	(3)
6	What are the fundamentals of negotiations?	CO3	(3)
7	Explain the significance of understanding culture differences in communication?	CO4	(3)
8	Describe the need of social media communication.	CO4	(3)

**PART B***Answer any one full question from each module. Each question carries 9 marks***Module 1**

9	a) Explain the 7c's of communications	CO1	(5)
	b) Discuss the barriers of communication and strategies to overcome the barriers.	CO1	(4)

**OR**

10	a) Discuss the importance of listening in the business	CO1	(4)
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- b) Differentiate between active listening and passive listening. CO1 (5)

### Module 2

- 11 a) Illustrate with suitable example, explain the complaint business letter. CO2 (4)
- b) Discuss the different types of business reports. CO2 (5)

### OR

- 12 a) Describe in detail about the Notice with suitable example CO2 (4)
- b) Explain the structure and components of reports. CO2 (5)

### Module 3

- 13 a) Explain the persuasion techniques in negotiation? CO3 (5)
- b) Differentiate between oral and written communication CO3 (4)

### OR

- 14 a) How will you Conduct and Participate in Meetings CO3 (5)
- b) Explain in detail about Interpersonal Communication. CO3 (4)

### Module 4

- 15 a) Explain in detail about the non verbal communication CO4 (5)
- b) Discuss about need and significance of Digital Communication in current scenario. CO4 (4)

### OR

- 16 a) Explain in detail ethical communication in business CO4 (4)
- b) Elaborate on Digital communication tools CO4 (5)



## SEMESTER S2

### UNIVERSAL HUMAN VALUES

<b>Course Code</b>	<b>BBVAT205</b>	<b>CIE Marks</b>	40
<b>Teaching Hours/Week (L: T:P: R)</b>	3-0-0-0	<b>ESE Marks</b>	60
<b>Credits</b>	2	<b>Exam Hours</b>	2 Hrs. 30 Min.
<b>Prerequisites (if any)</b>	Nil	<b>Course Type</b>	VAC

#### Course Objectives:

1. To develop a holistic perspective based on self-exploration about themselves (human being), family, society and nature/existence
2. To understand (develop clarity) harmony in the human being, family, society and nature/existence.
3. To strengthen self-reflection.
4. To develop commitment and courage to act.

### SYLLABUS

<b>Module No.</b>	<b>Syllabus Description</b>	<b>Contact Hours</b>
1	<p><b>Course introduction – Need, Basic Guidelines, Content and Process for Value Education</b></p> <p>Self – exploration – “Natural Acceptance” and experiential validation – as a process of self-exploration. – Continuous happiness and prosperity, Relationship and Physical facility - the basic requirements for fulfilment of aspirations of every human being with their correct priority. - Happiness and Prosperity - Method to fulfil the above human aspirations: living inharmony at various levels.</p> <p><i>Can include practice sessions to discuss natural acceptance in human being as the innate acceptance for living with responsibility (living in relationship, harmony and co-existence) rather than as arbitrariness in choice based on liking-disliking.</i></p>	9

2	<p><b>Harmony in the Human Being - Harmony in Myself</b></p> <p>Human being as a co-existence of the sentiment 'I' and the material 'Body' - The needs of Self ('I') and 'Body' - happiness and physical facility - The Body as an instrument of 'I' - The characteristics and activities of 'I' and harmony in 'I' - The harmony of I with the Body: Sanyam(self-regulation) and svasthya (Health); correct appraisal of Physical needs, Meaning of Prosperity in detail - Programs to ensure Sanyam and Health.</p> <p><i>Can include practice sessions to discuss the role others have played in making material goods available. Identifying from one's own life. Differentiate between prosperity and accumulation. Discuss program for ensuring health vs dealing with disease.</i></p>	9
3	<p><b>Harmony in the Family and Society- Harmony in Human-Human Relationship</b></p> <p>Values in human-human relationship; meaning of Justice (nine universal values in relationships) and program for its fulfilment to ensure mutual happiness; Trust and Respect as the foundational values of relationship - The meaning of Trust; Difference between intention and competence - The meaning of Respect, Difference between respect and differentiation; the other salient values in relationship - The harmony in the society (society being an extension of family): Resolution, Prosperity, fearlessness (trust) and co-existence as comprehensive Human Goals - Visualizing a universal harmonious order in society- Undivided Society, Universal Order- from family to world family.</p> <p><i>Can include practice sessions to reflect on relationships in family, hostel and institute as extended family, real life examples, teacher-student relationship, goal of education etc. Gratitude as a universal value in relationships. Discuss with scenarios. Elicit examples from students' lives</i></p>	9

4	<p><b>Harmony in the Nature and Existence - Whole existence as Coexistence</b></p> <p>The harmony in the Nature - Interconnectedness and mutual fulfilment among the four orders of nature recyclability and self-regulation in nature - Existence as Co-existence of mutually interacting units in all pervasive space - Holistic perception of harmony at all levels of existence.</p> <p><i>Can include practice sessions to discuss human being as cause of imbalance in nature (film “Home” can be used), pollution, depletion of resources and role of technology etc.</i></p>	9
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**Course Assessment Method**  
(CIE: 40 Marks, ESE: 60 Marks)

**Continuous Internal Evaluation Marks (CIE):**

Attendance	Assignment/Case Study/practice exercises	Internal Examination-1 (Written)	Internal Examination- 2 (Written)	Total
5	10	12.5	12.5	40

**End Semester Examination Marks (ESE)**

*In Part A, all questions need to be answered and in Part B, each student can choose any one full question out of two questions*

Part A	Part B	Total
<ul style="list-style-type: none"> <li>2 Questions from each module.</li> <li>Total of 8 Questions, each carrying 3 marks</li> </ul> <p><b>(8x3 =24marks)</b></p>	<ul style="list-style-type: none"> <li>Each question carries 9 marks.</li> <li>Two questions will be given from each module, out of which 1 question should be answered.</li> <li>Each question can have a maximum of 3 sub divisions.</li> </ul> <p><b>(4x9 = 36 marks)</b></p>	<p><b>60</b></p>

### Course Outcomes (COs)

At the end of the course students should be able to:

Course Outcome		Bloom's Knowledge Level (KL)
CO1	Develop a holistic perspective based on self-exploration about themselves (human being), family, society and nature/existence	K3
CO2	Understand (develop clarity) harmony in the human being, family, society and nature/existence.	K2
CO3	Strengthen self-reflection	K3
CO4	Develop commitment and courage to act	K3

Note: K1- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate, K6- Create

Text Books				
Sl. No	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
1	Human Values and Professional Ethics, ISBN: 978-93-87034-47-1	R. R. Gaur, R Sangal, G. P. Bagaria,	Excel Books, New Delhi	2 <sup>nd</sup> revised edition 2019

Reference Books				
Sl. No	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
1	Universal Human Values, ISBN: 9798893225792	Narayan R. Chandak,, Adv. Jyotsna N. Chandak	Notion Press	2024
2	Universal Human Values	Mukhtar Shaikh, Sweety Bakyarani. E, S. Kanchana, Vinodh M. R.	Khwaab Publication	2023

Video Links (NPTEL, SWAYAM...)	
Serial No.	Link ID
1	<a href="https://nptel.ac.in/courses/109104068">https://nptel.ac.in/courses/109104068</a>

**MODEL QUESTION PAPER****APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY****SECOND SEMESTER BBA DEGREE EXAMINATION, MONTH AND YEAR****Course Code: BBVAT205****Course Name: UNIVERSAL HUMAN VALUES**

Max. Marks: 60

Duration: 2 hours 30 minutes

**PART A***Answer all questions. Each question carries 3 marks*

		CO	Marks
1	What do you understand by 'experiential validation'?	CO1	(3)
2	What is the need for value education in technical and other professional institutions?	CO1	(3)
3	How can we ensure harmony in 'Self'?	CO2	(3)
4	Explain pre-conditioning and its effect on individual life.	CO2	(3)
5	Differentiate intention and competence.	CO3	(3)
6	How does affection lead to harmony in the family?	CO3	(3)
7	What is harmony? Explain the importance of creating harmony in nature.	CO4	(3)
8	What do you mean by co-existence?	CO4	(3)

**PART B***Answer any one full question from each module. Each question carries 9 marks***Module 1**

9	a) Distinguish between human consciousness and animal consciousness?	CO1	(2)
	b) Define natural acceptance, prosperity, right understanding.	CO1	(3)

- c) Explain the process of self-exploration with a neat diagram. CO1 (4)

**OR**

- 10 a) What is fulfilment of aspirations? CO1 (2)
- b) Define happiness, physical facility, and human values. CO1 (3)
- c) Explain any four basic guidelines for value education. CO1 (4)

### Module 2

- 11 a) "Human being is the co-existence of the sentiment 'I' and the material 'body'. Explain the statement. CO2 (4)
- b) Differentiate between the needs of self and needs of the body, stating examples. CO2 (5)

**OR**

- 12 a) What is imagination? CO2 (2)
- b) Define 'sanyama' and 'svasthya'. How they are related? CO2 (3)
- c) Explain the activities of knowing, assuming, recognizing and fulfilling in the self ('I'). CO2 (4)

### Module 3

- 13 a) Differentiate reaction and response. CO3 (4)
- b) What is justice in human relationship? How justice visualises universal harmonious order in society? CO3 (5)

**OR**

- 14 a) Difference between respect and differentiation. CO3 (2)
- b) Define prosperity, co-existence, and care in human values. CO3 (3)
- c) Explain the significance of trust and respect in fulfilling CO3 (4)

relationship.

#### Module 4

- 15 a) Briefly explain the four orders of nature and their interconnections. CO4 (4)
- b) 'Human beings are the cause of imbalance in nature'. Explain your viewpoints focussing on pollution, technology, and natural resources. CO4 (5)

#### OR

- 16 a) Define 'units' and 'space', in terms of human values. CO4 (2)
- b) Explain recyclability and self-regulation in nature. CO4 (3)
- c) Explain the concept of holistic perception of harmony at all levels of existence. CO4 (4)

**SEMESTER S2****PSYCHOLOGY**

<b>Course Code</b>	<b>BBMDT206</b>	<b>CIE Marks</b>	40
<b>Teaching Hours/Week (L: T:P: R)</b>	3-0-0-0	<b>ESE Marks</b>	60
<b>Credits</b>	2	<b>Exam Hours</b>	2 Hrs. 30 Min.
<b>Prerequisites (if any)</b>	Nil	<b>Course Type</b>	MDC

**Course Objectives:**

1. To comprehend psychology's foundational concepts and evolution, including structuralism, functionalism, behaviourism, and key psychological perspectives.
2. To apply knowledge of human sensory processes, perception principles, and sensory adaptations in real-world management scenarios.
3. To analyse different theories of learning, memory models, and personality theories and evaluate their applications in everyday life and management practices.

**SYLLABUS**

<b>Module No.</b>	<b>Syllabus Description</b>	<b>Contact Hours</b>
<b>1</b>	<p><b>Psychology:</b> Definition – Scope of psychology in Business and its Evolution; Structuralism, Functionalism and Behaviorism; Key Perspectives; Psychology and Diversity; Evolutionary Psychology; Human Development: Basic Concepts – Childhood, Adolescence. Adulthood and Aging</p> <p><b>Biological bases of behaviour:</b> Neurons – basic structure and function; Nervous system; Basic understanding of brain functions; Heredity and Behavior</p>	<b>9</b>



<b>2</b>	<b>Sensation and Perception:</b> Human sensory processes, absolute threshold, Differential threshold, Subliminal perception, Priming, Sensory adaptation, Signal detection theory. Application of sensory processes in management, Perception and the organizing principles, constancies, and illusions. Factors affecting Perception	<b>9</b>
<b>3</b>	<p><b>Learning:</b> Classical conditioning; Operant Conditioning; Observational Learning; Application of learning theories in management.</p> <p><b>Memory:</b> The Atkinson and Shiffrin Model; Neural networks models; Forgetting; Memory in everyday life</p> <p><b>Cognition:</b> Thinking – Basic elements of thought: Concepts, Propositions, Images; Making Decisions; Problem Solving, Language and Thought, Social cognitive models</p>	<b>9</b>
<b>4</b>	<p><b>Attitude:</b> Basic components; attitude formation and change; theory of reasoned action and planned behaviour.</p> <p><b>Motivation:</b> Nature; Some Major Perspectives; basic motivations: hunger and aggression.</p> <p><b>Personality:</b> The Psychoanalytic Approach, Humanistic Theories, Trait Theories, Personality Disorders.</p>	<b>9</b>

**Course Assessment Method**  
(CIE: 40 Marks, ESE: 60 Marks)

**Continuous Internal Evaluation Marks (CIE):**

Attendance	Assignment	Internal Examination-1 (Written)	Internal Examination- 2 (Written)	Total
<b>5</b>	<b>10</b>	<b>12.5</b>	<b>12.5</b>	<b>40</b>

**End Semester Examination Marks (ESE)**

*In Part A, all questions need to be answered and in Part B, each student can choose any one full question out of two questions*

<b>Part A</b>	<b>Part B</b>	<b>Total</b>
<ul style="list-style-type: none"> <li>• 2 Questions from each module.</li> <li>• Total of 8 Questions, each carrying 3 marks</li> </ul> <p><b>(8x3 =24 marks)</b></p>	<ul style="list-style-type: none"> <li>• Each question carries 9 marks.</li> <li>• Two questions will be given from each module, out of which 1 question should be answered.</li> <li>• Each question can have a maximum of 3 sub divisions.</li> </ul> <p><b>(4x9 = 36 marks)</b></p>	<b>60</b>

**Course Outcomes (COs)**

At the end of the course students should be able to:

<b>Course Outcome</b>		<b>Bloom's Knowledge Level (KL)</b>
<b>CO1</b>	Explain the evolution of psychological theories and their relevance to understanding human development across the lifespan.	<b>K2</b>
<b>CO2</b>	Demonstrate the ability to apply principles of sensation and perception to design effective management strategies and solve perceptual problems in organizational settings.	<b>K3</b>
<b>CO3</b>	Compare and contrast classical conditioning, operant conditioning, and observational learning theories, and illustrate their application in management practices.	<b>K2</b>
<b>CO4</b>	Evaluate different theories of personality, such as psychoanalytic, humanistic, and trait theories, and assess their relevance to understanding personality disorders.	<b>K3</b>

Note: K1- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate, K6- Create

<b>Text Books</b>				
<b>Sl. No</b>	<b>Title of the Book</b>	<b>Name of the Author/s</b>	<b>Name of the Publisher</b>	<b>Edition and Year</b>
1	Psychology	Robert A Baron	Pearson	5 <sup>th</sup> , 2016
2	Introduction to Psychology	Morgan, King, Weisz and Schopler	McGraw-Hill	7 <sup>th</sup> , 2017
3	Psychology	Saundra K. Ciccarelli, J. Noland White and Girishwar Misra	Pearson	6 <sup>th</sup> , 2022
4	Atkinson & Hilgard's Introduction to Psychology	Nolen-Hoeksema/ Fredrickson/ Loftus/ Lutz	Cengage Learning India Pvt.	16 <sup>th</sup> , 2015

<b>Reference Books</b>				
<b>Sl. No</b>	<b>Title of the Book</b>	<b>Name of the Author/s</b>	<b>Name of the Publisher</b>	<b>Edition and Year</b>
1	Understanding Psychology	Robert S. Feldman	McGraw-Hill	15 <sup>th</sup> , 2021
2	Psychology for Living	Steven J Krish, Karen Gricer Duffy and Eastwood Atwater	Pearson	11 <sup>th</sup> , 2014
3	Cambridge International AS and A Level Complete Psychology	Craig Roberts	Oxford University Press	3 <sup>rd</sup> , 2007

<b>Video Links (NPTEL, SWAYAM...)</b>	
<b>Serial No.</b>	<b>Link ID</b>
1	Introduction to Psychology; IIT, Kanpur, Link: <a href="https://onlinecourses.nptel.ac.in/noc21_hs49/preview">https://onlinecourses.nptel.ac.in/noc21_hs49/preview</a>
2	Psychology of Everyday: IIT, Kanpur, Link: <a href="https://onlinecourses.nptel.ac.in/noc19_hs56/preview">https://onlinecourses.nptel.ac.in/noc19_hs56/preview</a>
3	Introduction to Cognitive Psychology   IIT Guwahati <a href="https://onlinecourses.nptel.ac.in/noc20_hs29/preview">https://onlinecourses.nptel.ac.in/noc20_hs29/preview</a>

**MODEL QUESTION PAPER****APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY****SECOND SEMESTER BBA DEGREE EXAMINATION, MONTH AND YEAR****Course Code: BBMDT206****Course Name: PSYCHOLOGY**

Max. Marks: 60

Duration: 2 hours 30 minutes

**PART A***Answer all questions. Each question carries 3 marks*

		CO	Marks
1	Explain the concept of Psychology.	CO1	(3)
2	What is Evolutionary Psychology?	CO1	(3)
3	List and explain the Human Sensory Processes	CO2	(3)
4	Describe the factors influencing Perception	CO2	(3)
5	Explain the importance of Problem Solving based on Thinking.	CO3	(3)
6	Narrate the concept of “Observational Learning”.	CO3	(3)
7	Describe the basic components of attitude.	CO4	(3)
8	Define personality.	CO4	(3)

**PART B***Answer any one full question from each module. Each question carries 9 marks***Module 1**

9	a) How does heredity affect behaviour?	CO1	(3)
---	--	-----	-----

- |    |   |     |     |
|----|---|-----|-----|
| b) | Explain the scope of psychology in Business.                      | CO1 | (4) |
| c) | Describe the basic structure and functions of the Nervous System. | CO1 | (2) |

**OR**

- |       |  |     |     |
|-------|--|-----|-----|
| 10 a) | Describe about Neurons.                                      | CO1 | (2) |
| b)    | Explain in detail the Evolution of Psychology.               | CO1 | (4) |
| c)    | Narrate on “human development in Childhood and adolescence”. | CO1 | (3) |

**Module 2**

- |       |   |     |     |
|-------|---|-----|-----|
| 11 a) | Describe the application of sensory processes in management | CO2 | (4) |
| b)    | Narrate on “perception and organising principle”.           | CO2 | (5) |

**OR**

- |       |  |     |     |
|-------|--|-----|-----|
| 12 a) | How Psychology is connected with Perception?   | CO2 | (2) |
| b)    | Explain Signal Detection Theory.               | CO2 | (4) |
| c)    | Describe the concept of Subliminal perception. | CO2 | (3) |

**Module 3**

- |       |   |     |     |
|-------|---|-----|-----|
| 13 a) | Illustrate “Classic Conditioning Theory” with a business example. | CO3 | (4) |
| b)    | “Operant Conditioning Theory”-Explain in detail.                  | CO3 | (5) |

**OR**

- |       |  |     |     |
|-------|--|-----|-----|
| 14 a) | Give the details of the “Atkinson and Shiffrin Model”.       | CO3 | (4) |
| b)    | Explain the importance of problem-solving in decision-making | CO3 | (2) |
| c)    | Explain the basic elements of thought.                       | CO3 | (3) |

**Module 4**

- |       |  |     |     |
|-------|--|-----|-----|
| 15 a) | Explain the concept of basic motivation.   | CO4 | (3) |
| b)    | Illustrate two practical applications of the theory of reasoned action and planned behaviour | CO4 | (2) |

- c) List out the basic components of attitude formation and change. CO4 (4)

**OR**

- 16 a) Describe in detail the Psychoanalytic Approach to personality. CO4 (2)
- b) Explain the importance of learning motivation in business. CO4 (3)
- c) As a business student, explain the importance of learning Personality Theories. CO4 (4)

## SEMESTER S2

### WASTE MANAGEMENT

<b>Course Code</b>	<b>BBAET207</b>	<b>CIE Marks</b>	40
<b>Teaching Hours/Week (L: T:P: R)</b>	3-0-0-0	<b>ESE Marks</b>	60
<b>Credits</b>	3	<b>Exam Hours</b>	2 Hrs. 30 Min.
<b>Prerequisites (if any)</b>	Nil	<b>Course Type</b>	AEC

#### Course Objectives:

1. To understand sustainability concepts, and importance of waste management linking sustainability of environment.
2. To understand characteristics of different types of waste like household, industrial, medical, and its disposal.
3. To study the impact of various products of daily use on environmental sustainability.
4. To transmit various legislations against waste mismanagement to different real life cases.

### SYLLABUS

<b>Module No.</b>	<b>Syllabus Description</b>	<b>Contact Hours</b>
<b>1</b>	Sustainability – concepts – sustainable development - definition - pillars of sustainability - 3Rs - sustainable environment. Introduction to waste - classifications based on source, components, type, degeneration time – waste generation – characteristics of segregated and unsegregated waste and impact on sustainability – short term and long-term impact of waste on environment. – necessity of sustainable management of waste.	<b>9</b>

<b>2</b>	Segregation of waste - precautions of segregation at source, waste collection by agents / centres – storage – transport – recycle /dispose. Options of disposal of various types of waste - key issues in waste disposal- precautions to be employed for persons handling unsegregated and segregated waste.	<b>9</b>
<b>3</b>	Hazardous waste – characteristics – identification and classification- - collection of hazardous waste - mismanagement of hazardous waste and its impact on sustainability - integrated waste management strategies Incineration of waste – recovery of products/ energy on incineration – recover energy – compost and biogas. Waste processing techniques – reduction of waste generation – product recovery – product recycling.	<b>9</b>
<b>4</b>	Life Cycle Assessment and its importance - LCA of materials like cloth, newspaper, plastic, pet bottles, pottery, human tissue, house cleaning liquids. Degeneration time of various products. Legislations to curb hazardous mismanagement of waste – (awareness, application questions to be asked) – Environment (Protection) Act 1986, Air Act, Water Act, Solid Waste Disposal Act, CRZ, Hazardous Wastes (Management and Handling) Rules, 1989 (Case study example: Sustainable waste management in Indore)	<b>9</b>

**Course Assessment Method**  
**(CIE: 40 Marks, ESE: 60 Marks)**

**Continuous Internal Evaluation Marks (CIE):**

<b>Attendance</b>	<b>Assignment/Case Study/</b>	<b>Internal Examination-1 (Written)</b>	<b>Internal Examination- 2 (Written)</b>	<b>Total</b>
5	10	12.5	12.5	40



**End Semester Examination Marks (ESE)**

*In Part A, all questions need to be answered and in Part B, each student can choose any one full question out of two questions*

<b>Part A</b>	<b>Part B</b>	<b>Total</b>
<ul style="list-style-type: none"> <li>2 Questions from each module.</li> <li>Total of 8 Questions, each carrying 3 marks</li> </ul> <p><b>(8x3 =24 marks)</b></p>	<ul style="list-style-type: none"> <li>Each question carries 9 marks.</li> <li>Two questions will be given from each module, out of which 1 question should be answered.</li> <li>Each question can have a maximum of 3 sub divisions.</li> </ul> <p><b>(4x9 = 36 marks)</b></p>	<b>60</b>

**Course Outcomes (COs)**

At the completion of the course students will be able to:

<b>Course Outcome</b>		<b>Bloom's Knowledge Level (KL)</b>
<b>CO1</b>	Explain sustainable concepts, and importance of waste management in the context of sustainability.	<b>K2</b>
<b>CO2</b>	Distinguish the characteristics of different types of waste like household, industrial, medical, and its disposal.	<b>K2</b>
<b>CO3</b>	Identify the impact of various products of daily use on environmental sustainability	<b>K3</b>
<b>CO4</b>	Articulate various legislations against waste mismanagement to different real life situations	<b>K3</b>

Note: K1- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate, K6- Create

<b>Text Books</b>				
<b>Sl. No</b>	<b>Title of the Book</b>	<b>Name of the Author/s</b>	<b>Name of the Publisher</b>	<b>Edition and Year</b>
1	Sustainable Practices for Waste Management	Dr. Ashok K Rauthore	Discovery Publishing House Pvt Ltd	1 <sup>st</sup> Ed 2021

Reference Books				
Sl. No	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
1	Sustainable Waste Management and Recycling	Victor Bonn	Callisto Reference	1 <sup>st</sup> Ed 2015
2	ILBCO's Waste Management Law with Guidelines	Rajan Nijhawan	ILBCO India	1 <sup>st</sup> Ed 2014

Video Links (NPTEL, SWAYAM...)	
Serial No.	Link ID
1	<a href="https://earth5r.org/sustainable-waste-management-in-indore-a-case-study/">https://earth5r.org/sustainable-waste-management-in-indore-a-case-study/</a> dt 30.07.2024
2	<a href="https://archive.nptel.ac.in/courses/105/103/105103205/">https://archive.nptel.ac.in/courses/105/103/105103205/</a>
3	<a href="https://archive.nptel.ac.in/courses/105/106/105106056/">https://archive.nptel.ac.in/courses/105/106/105106056/</a>
4	<a href="https://nptel.ac.in/courses/105105160">https://nptel.ac.in/courses/105105160</a>

**MODEL QUESTION PAPER****APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY****SECOND SEMESTER BBA DEGREE EXAMINATION, MONTH AND YEAR****Course Code: BBAET207****Course Name: WASTE MANAGEMENT**

Max. Marks: 60

Duration: 2 hours 30 minutes

**PART A***Answer all questions. Each question carries 3 marks*

		CO	Marks
1	Explain the 3 R's of sustainability.	CO1	(3)
2	What is the necessity of sustainable management of waste?	CO1	(3)
3	What are the different types of transfer stations?	CO2	(3)
4	List the components of domestic waste which are being transferred through kudumbashree agents?	CO2	(3)
5	Explain the major characteristics of hazardous waste.	CO3	(3)
6	List waste reduction techniques in a construction site.	CO3	(3)
7	What do you understand by Life Cycle Assessment (LCA)?	CO4	(3)
8	What is the importance of knowledge in Coastal Regulatory Zone (CRZ) in effective waste management?	CO4	(3)

**PART B***Answer any one full question from each module. Each question carries 9 marks*

### Module 1

- 9 a) Define waste. CO1 (2)
- b) Explain the pillars of sustainability. CO1 (3)
- c) Classify generated waste based on degeneration time and explain the importance of degeneration time. CO1 (4)

**OR**

- 10 a) Define unsegregated waste. CO1 (2)
- b) Explain long term impact of waste on environment, with a suitable example CO1 (3)
- c) What are the major components of solid waste? What will happen if the waste is being dumped into waterbodies? CO1 (4)

### Module 2

- 11 a) What are the waste collection components? CO2 (4)
- b) What are the factors to be considered by individual households, when segregation of waste is being done at residential level? CO2 (5)

**OR**

- 12 a) Differentiate recycle and dispose. CO2 (2)
- b) List 6 precautions to be taken while handling unsegregated waste. CO2 (3)
- c) What are the key issues in waste disposal? CO2 (4)

### Module 3

- 13 a) Define hazardous waste. How it is collected? CO3 (4)
- b) Explain any 4 waste generated in your vicinity that can be recovered or recycled. How this process can promote sustainability? CO3 (5)

**OR**

- 14 a) Differentiate recovery and recycle. CO3 (2)
- b) Enumerate the impact of mismanagement of hazardous waste. CO3 (3)

- c) What is incineration of waste? Explain the by-products of incineration, with suitable examples. CO3 (4)

**Module 4**

- 15 a) Explain the various steps of LCA of a newspaper. What will be the degeneration time of newspaper? CO4 (4)
- b) What are the main strategies/ incentives that can be implemented to reduce waste generation? CO4 (5)

**OR**

- 16 a) Briefly explain the purpose of enacting Solid Waste Disposal Act. CO4 (4)
- b) Enumerate the impact of sustainable waste management in Indore after the year 2016. CO4 (5)