

BBA IV Sem
Group B - Marketing
Subject-Marketing Research

Paper: Major

Code- M2-BBAB2T

Credit Value: 6

Max. Marks:100

(External:60+Internal:40)

Course Learning Outcomes:

- Discuss the scope and managerial importance of market research and its role in the development of marketing strategy.
- Provide a detailed overview of the stages in the market research process.
- Develop an appropriate market research design for the clients.
- Manage the data collection process use contemporary statistical packages to calculate and report descriptive statistics from quantitative data.
- Interpret data analysis in the context of the identified business problem.
- Communicating research results in written reports and oral presentation formats.

UNIT I

Definition , Concepts and objectives of marketing , Advantages and limitations of Marketing Research . Problems and precautions in marketing research. Analyzing competition and consumer markets, market research methodology.

UNIT II

Types of Marketing Research: Consumer Research, product research, sales research, and advertising research. Various issues involved and ethics in marketing research. Rural Marketing Research, Institutional Management Research.

UNIT III

Problem formulation and statement of research, Research process, research design - exploratory research, descriptive research and experimental research design. Decision Theory and decision tree.

UNIT IV

Tabulation and analysis of data, Methods of data collection- observational and survey methods, Questionnaire designing, Design attitude measurement techniques, scaling techniques



UNIT V

Administration of surveys, sample design, (selecting an appropriate statistical technique), Hypothesis, concepts, need objectives of hypothesis, Types of hypothesis and its uses. Report writing.

Reference Books

- Rajendra Nargundkar Marketing Research: Text and Cases TMH, New Delhi. (2019- 4th Edition)
- Cooper DR and Schindler, Business Research Methods, Tata Me Graw Hill, New Delhi latest edition
- Kothari, C R, & Gaurav Garg Research Methodology, New Age International Publishers, New Delhi. (2019)
- Naresh K. Malhotra and Satyabhusan Das Marketing Research Perarsons Education (2019-7th Edition)
- Malhotra NC, Marketing Research, Pearson, New Delhi (2015)
- G.C. Berry, Marketing Research, TMH, New Delhi. (2020)

[Handwritten signatures and initials: Row, G, G, RS, and a signature]

BBA IV Sem
Group B - Marketing
Subject: Human Resource Management
Paper: Minor
Code- M2-BBAA1T

Credit Value: 6

Max. Marks:100

(External:60+Internal:40)

Course Learning Outcomes:

- Demonstrate proficiency in fundamental human resources theories and concepts and how they apply to real world situations. Formulate human resources policies and practices that help promote the organization's strategic goals.
- Students will understand how organizations link training programs to organizational needs.
- Students will learn how organizations evaluate jobs and design salary structure based on that.
- Develop an understanding of the challenges of human resources management and successfully manage and resolve conflicts.

Unit 1

Concept And Functions of Human Resource Management, Structure & Role of Personnel Management in An Organization, Implementation of Personnel Policy, The Future Challenges Of FIRM, International HRM

Unit II

Strategic Management of Human Resource, Staffing Policy, And Process, Management Planning, Job Analysis, Job Description, Job Specification, Recruitment, Selection, Induction, Placement, Promotion, And Transfer

Unit III

Manpower Training & Development. Employment Training and Development, Employee Training, Performance Appraisal and Potential Appraisal. Employee Morale and Productivity

Unit IV

Wage & Salary Administration, Job Evaluation & Designing, Salary Structure. Compensation Management and Benefits

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Unit 5

Management Of Organizational Climate & Industrial Relations, Industrial Disputes Employee Relations and Participative Management, Grievance Vs Dispute, Grievance Handling Procedure, Disciplinary Action, Conflict

Book Reference

- Rao, V. S. P, Human Resource Management, Pearson, New Delhi, (2016)
- Mondy & Mortochhio, Human Resources Management, Persons Education, (2016- 14th Edition)
- C.B Mamoria, A Text Book of Human Resources Management, Hiomalaya Publishing House (2014)
- Susan L. Verhulst, David A. DeCenzo & Rama Shankar Yadav, Human Resources Management, Wiley, (2021- 13th Edition)
- Gary Dessler & Biju Varrkey, Human Resources Management, Persons Education, (2020- 16th Edition)
- S C Jain, Human Resource Management, KailashPustakSadan, Bhopal

The image shows five distinct handwritten signatures in blue ink, arranged horizontally. From left to right: the first signature is a stylized 'R' with a horizontal line; the second is a cursive 'J' with a horizontal line; the third is a cursive 'A' with a horizontal line; the fourth is a cursive 'R' with a horizontal line; and the fifth is a cursive 'V' with a horizontal line.

BBA IV Sem
Group B - Marketing
Subject-Financial Management
Paper-Elective
Code- M2-BBACIT

Credit Value: 4

Max. Marks:100

(External:60+Internal:40)

Course Learning Outcomes:

- Students will have an understanding of basic of Finance and analysis and interpretation
- The students will be able to evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility.
- The students will learn make decisions regarding the purchase of long-term assets or the start of a business project.

Unit 1

Finance function and its objectives, tools for financial analysis, capitalization, over capitalization analysis, under capitalization. Concept of Risk and return.

Unit II

Working Capital Management, Factors determining the adequate working capital. Requirement management of working capital, Source of Capital, Cost of capital, financial and operating, leverage.

Unit III

Capital Structure: Theories of capital structure, Capital structure decision of the firm, dividend policy of the firm, Hire Purchase and Venture Capital.

Unit IV

Capital budgeting, methods of investments evaluation: payback period, accounting rate of return, discounted cash flow method and internal rate of return. Introduction to Return on Investment: CAPM, APT models & Derivatives.

Reference Books

- R.P. Rustagi, Fundamentals of Financial Management, Taxmann Company.
- I. M. Pandey, Financial Management, Pearsons Education, New Delhi (2021)
- P. Chandra, Financial Management, Theory and Practice, Tata McGraw Hill, New Delhi

- M. Y. Khan & P. K. Jain Financial Management: Text, Problems and Cases McGraw Hill New Delhi (2018 — 8th Edition)

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