



**HINDI MAHAVIDYALAYA  
(AUTONOMOUS)**

**2-1-569, O.U ROAD, Nallakunta, Hyderabad – 500044.**

**Ph: 040 – 65145529, Tele-Fax: 040-27616330**

**url: [www.hindimahavidyalaya.org](http://www.hindimahavidyalaya.org)**

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**DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION  
2016- 17**

स्थापना : 1961

Off : 040-2761 6330  
Fax : 040-6666 1860

## हिन्दी महाविद्यालय

(स्वायत्त एवं NAAC-पुनर्मूल्यांकित)  
(कला, वाणिज्य, विज्ञान तथा स्नातकोत्तर केन्द्र)  
(उस्मानिया विश्वविद्यालय से सम्बद्ध)  
नल्लकुंटा, हैदराबाद - 500 044



## Hindi Mahavidyalaya

(AUTONOMOUS & NAAC-REACCREDITED)  
(Arts, Commerce, Science and P.G. Centre)  
(Affiliated to Osmania University)

Website : www.hindimahavidyalaya.org Nallakunta, Hyderabad - 500 044  
E-mail : info@hindimahavidyalaya.org

Smt. JYOTI HASTAK, M.Sc., MCA  
PRINCIPAL

संदर्भ / Ref. :

दिनांक / Date : 27/10/2016

To,  
The University nominees  
BOS in Business Management  
Osmania University  
Hyderabad - 500 007 (Ts)

**Sub:** Convening of Board of studies meeting - Reg.

Sir,

We are happy to inform that Hindi Mahavidyalaya had been conferred Autonomy for a period of Six years, from 2012 to 2018. We have introduced B.B.A English medium in the year 2012 – 13 and we are introducing CBCS from this year i.e., 2016 – 17.

As a consequence, we have constituted Board of Studies for different departments as per the UGC norms duly ratified by Osmania University. As a member of Board of studies you are requested to make it convenient to attend the meeting on 03/11/2016 at 11:00 AM/PM in our college premises.

Thanking You,

Yours faithfully,

*J. Hastak*

Mrs. JYOTI HASTAK  
PRINCIPAL  
HINDI MAHAVIDYALAYA  
Arts, Commerce & Science  
(Autonomous)  
NALLAKUNTA, HYD-44



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**DEPARTMENT OF BACHELOR OF BUSINESS  
ADMINISTRATION**

**2016-17**

**I Year - I Sem & II SEM.**

- **Agenda**
- **BOS**
- **Members Present and Minutes of Meeting**
- **Syllabus**
- **Internal Exam Model Question Papers**
- **External Exam Model Question Papers**
- **Panel of Examiners**

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PRINCIPAL

संदर्भ / Ref. :

दिनांक / Date: 03 | 11 | 2016

## Agenda

- Welcoming the Members by Chairman, Mrs. Preethi Sarda
- To present the Syllabus of the I and II Semesters of B. B. A - Papers and approval by the BOS members.
- To approve the I Year Syllabus of B. B. A.
- Any other matter with the permission of Principal/Director.

*Jyoti Hastak*

Mrs. Jyoti Hastak  
PRINCIPAL  
HINDI MAHAVIDYALAYA  
Arts, Commerce & Science  
(Autonomous)  
NALLAKUNTA. HYD-44

b) Mrs. P. Srilatha  
Asst. Professor  
Department of Business Management  
M.C.Gupta College of Business Management  
A Unit of Hindi Mahavidyalaya  
Nallakunta, Hyderabad -44  
Mobile No: 8374378080

*Sad*



## **INDUSTRY EXPERT & GUEST FACULTY**

Mr. Subramanyam Vadali,  
Chief Cost Management Accountant,  
Ramoji Film City, Hyderabad  
Cont No: 9392432224



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## BOARD OF STUDIES

DEPARTMENT OF BACHELOR OF BUSINESS MANAGEMENT  
Notice/Agenda  
For 1<sup>st</sup> Board of Studies Meeting

Date: 3/11/2016

Time: 11:00 AM

Location: Committee Room, Hindi Mahavidyalaya

Notice is hereby given to the members of the Board of Studies, Department Of Business Management, Hindi Mahavidyalaya that the Board of Studies will held on 3/11/2016 at 11:00 AM in Committee Room. All the members are requested to attend the meeting and give their valuable suggestions.

The Agenda for the meeting is as follows:

Topic:

1. Approval of I year Syllabus
2. Approval of Question Paper pattern
3. Approval of Model Question Paper
4. Any other matter with the permission of the chairman.

  
Mrs. Preethi Sarda,  
Chairperson

Copy To:

1. **Dr. K. G. Chandrika**, Professor, Department of Business Management, Osmania University, Hyderabad
2. **Dr. (Mrs). G. Shailaja**, Professor, Department of Business Management, Osmania University, Hyderabad
3. **Mr. P. Ramchander**, M.D., APITCO Limited, Hyderabad
4. **Mrs. P. Srilatha**, Asst .Professor ,Department of Business Management, M.C.Gupta College of Business Management, Hyderabad
5. **Mr. Subramanyam Vadali**, Industry expert and Guest faculty.



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### BOARD OF STUDIES

## Minutes of the first Meeting of Board of Studies in Department of Business Management on 27-08-2012(Monday) at 2.30pm at Committee Room Hindi Mahavidyalaya.

The following members were present:

1. Mrs.Preeti Sarada , Chairperson *P. Sarada*
2. Dr. K. G. Chandrika, University Nominee. *K. Chandrika*
3. Dr. (Mrs). G. Shailaja, University Nominee.
4. Mrs. P. Srilatha *P. Srilatha*
5. Mr. P. Ramchander
6. Mr. Subramanyam Vadali

CH. MAN  
DEPT. OF BUSINESS MANAGEMENT  
OSMANIA UNIVERSITY  
HYDERABAD - 500 007. (A.P.)

The formal BOS meeting commenced with the chairperson extending a warm welcome to all members of the BOS. She introduced all the members of the BOS and after the brief introduction; the agenda items listed were taken up for discussion.

#### Topic No. 1:

The BOS discussed in depth, SEM - I & SEM – II syllabus which was given directly by the university for all the Subjects.

Copies of the syllabus for SEM-I and SEM-II are enclosed.

#### Topic No. 2:

Question Paper pattern was discussed for the SEM-I and SEM-II and the following points are incorporated:

Each Course Will Have 100 Marks per semester ( 20Marks for Internals & 80 Marks for End Semester Examination).

#### Internals Assessment:

- 2 internal Assessments per course.
- Half an hour per test
- 15 marks each ( average to be given)
- 10 Multiple Choice Questions, 10 Fill in the blanks and 5 short answer questions( 5 + 5 + 5 Marks )
- 1 Assignment of 5 Marks.
- No Retest.

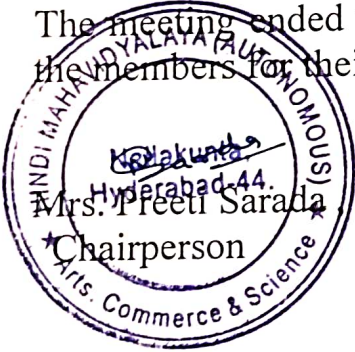
### External Examination:


- 3 Hours semester exam per course.
- 10 Short answers to be set for 2 marks each( 10 X 2 = 20 marks) a; Compulsory, No Choice.
- 5 Long questions with internal choice to be set for 12 marks each ( 12 X 5 = 60Marks).
- No Supplementary exams. Backlog rules, detention, etc to be notified later.

**Topic No. 3:** The members of BOS discussed the Model Question Paper for Semester I and II and after taking into account all the suggestions proposed by the members, the Model Question Paper was approved and enclosed. The panel of examiners was approved. The same is enclosed.

**Topic No.4:** The Chairperson BOS took a note of the member's suggestion to exercise the option of introducing some new topics in the syllabus.

The meeting ended with a vote of thanks by the BOS chairperson who thanked all the members for their valuable suggestions, efforts and cooperation.

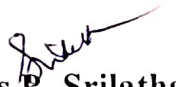


  
Dr. K. G. Chandrika  
Professor  
Dept. of Business Management  
Osmania University, Hyd. -.07.

Dr. (Mrs). G. Shailaja  
Professor  
Dept. of Business Management  
Osmania University, Hyd. -.07

Mr. P. Ramchander  
, APITCO Limited,  
Hyderabad

Mr. Subharamanyam Vadali  
Industry Expert

  
Mrs. P. Srilatha  
Asst. Prof.







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## B. B. A - Teaching Faculty Details

1. Mrs. Preethi Sarada. B.Tech, MBA, (Ph. D).  
(NHRD, HMA, AIMA)

Asst. Professor & BOS Chairperson,  
Dept. of Business management,  
MCGCBM.

*Sarada*

2. Mrs. P. Srilatha. MBA, M.Phil, (Ph. D).  
(NHRD, HMA, AIMA)

Asst. Professor,  
Dept. of Business management,  
MCGCBM.

*Srilatha*

3. Dr. Uma Kompalli MBA, PhD, PdF(OUCIP)  
(NHRD, HMA, AIMA, ISB)

Professor,  
Dept. of Business management,  
MCGCBM.

*Uma*

*Jyoti Hastak*

Mrs. Jyoti Hastak  
Principal,  
HMV.



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Bachelor of Business Administration (BBA) Syllabus  
Paper Code: BB104

PRINCIPLES OF MANAGEMENT

**Objective:** The general objective of this course is to provide a broad and integrative introduction to the theories and practice of management. In particular, the course focuses on the basic areas of the management process and functions from an organizational viewpoint. The course also attempts to enable students to understand the role, challenges, and opportunities of management in contributing to the successful operations and performance of organizations.

**Course Contents**

**Unit I-** Introduction to Management - Meaning, definition, concept, scope and principles of management; Evolution of management thought - Management theories- classical, behaviour, system, contingency and contemporary perspectives on management. Management art or science and management as profession. Process and levels of Management. Introduction to Functions (POSDCORB) of Management.

**Unit II -** Planning – Importance, objectives, process, policies and procedures, types of planning, Decision making - Process of decision making, Types of decision, Problems involved in decision making.

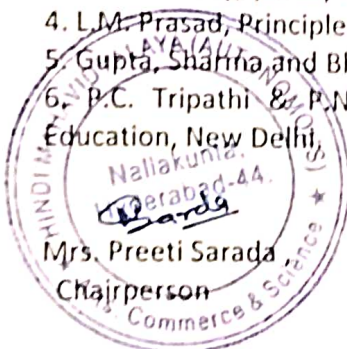
**Unit III:** Organizing – Meaning, importance, principles of organizing, span of management, Patterns of organization – formal and informal organizations, Common organizational structures; departmentalization, Authority- delegation, centralization and decentralization, Responsibility – line and staff relationship.

**Unit IV:** Staffing - Sources of recruitment, Selection process, Training, Directing, Controlling – Meaning and importance, Function, span of control, Process and types of Control, Motivation, Co-ordination – Need and types and techniques of co-ordination - Distinction between coordination and co-operation - Requisites for excellent co-ordination - Systems Approaches and co-ordination.

**Unit V:** Emerging issues in Management – Total Quality management, Technology Management, Talent and Knowledge Management, Leadership, Organizational change and Development, Corporate Social responsibility

**Reference Books:**

1. Robbins, S. P., & DeCenzo, A. D. Fundamentals of Management. New Delhi: Pearson Education.
2. Harold Koontz & Heij Wehrich, (2015) Essentials of Management, 10th Edition, Tata McGraw-Hill Education, New Delhi.
3. T.Ramasamy, (2015) Principles of Management, Himalaya Publishing House, Mumbai.
4. L.M. Prasad, Principle and Practice of Management, Sultan Chand and Sons, 6th edition.
5. Gupta, Sharma, and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition.
6. P.C. Tripathi & P.N. Reddy, (2015) Principles of Management, 5th Edition, Tata McGraw-Hill Education, New Delhi.

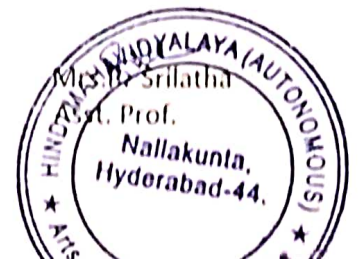


*K.G. Chandrika*  
Dr. K. G. Chandrika  
Professor  
Dept. of Business Management  
Osmania University, Hyd. -07.

Dr. (Mrs). G. Shailaja  
Professor  
Dept. of Business Management  
Osmania University, Hyd. -07

Mr. P. Ramchander  
M.D, APITCO Limited,  
Hyderabad

Mr. Subharamanyam Vadali  
Industry Expert





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**Bachelor of Business Administration (BBA) Syllabus**  
**Paper Code: BB105**  
**BASICS OF MARKETING**

**Objective:** To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic philosophies and tools of marketing management.

**Unit I:** Introduction of Marketing: Nature, Scope and Importance of Marketing, Evolution of marketing; Core marketing concepts; Production concept, Product concept, Selling concept, Marketing concept. Marketing Environment: Micro and Macro Environment

**Unit II:** Market Segmentation, Target Market and Product Positioning: Levels of Market Segmentation, Bases for Segmenting Consumer Markets, Bases for Segmenting Industrial Markets. Target Market and Product Positioning Tools.

**Unit III:** New Product Development: Introduction, Meaning of a New Product. Need and Limitations for Development of a New Product, Reasons for Failure of a New Product, Stages in New Product Development and Consumer Adoptions Process.

**Unit IV:** Product & Pricing Decisions: Concept of Product, Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Pricing Decisions: Concept of Price, Pricing Methods and Pricing Strategies.

**Unit V:** Promotion Mix: Concept of Promotion Mix, Factors determining promotion mix, Promotional Tools –Types of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Distribution: Designing Marketing Channels Channel functions, Types of Intermediaries.

**Reference Books:**

1. Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, "Principles of Marketing", 2010, 13th Ed, Pearson Education Prentice Hall of Indi.
2. Paul Baines, Chris Fill, Kelly page, " Marketing Management", 2009, 1st Ed. Oxford University Press.
3. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson Education, 2009.
4. Namaswamy, S.: Marketing Management: Global Perspective-Indian Context, Macmillan Publishers India Limited.
5. Rajan Saxena, "Marketing Management", 2009, 4th Ed. Tata McGraw H
6. Roger L. Martin, "Market – Based Management", 2009, 1st Ed. PHI Learning Pvt. Ltd.



*K.G. Chandrika*

Dr. K. G. Chandrika  
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**Bachelor of Business Administration (BBA) Syllabus**

Paper Code: BB106

**BUSINESS ECONOMICS**

**Objective:** The Purpose of this course is to apply micro economic concepts and tools for analyzing business problems and making accurate decision s pertaining to the business firms. The emphasis is given to tools and techniques of micro economics.

**Unit I: Business Economics Nature and Scope:**

Introduction to business economics, characteristics, nature and scope concept of opportunities Cost, Incremental cost. Time perspective, Discounting and equi-marginal principle.

**Unit – II: Demand Concepts & Elasticity of Demand.**

Concept of Demand Determinates of demand , law of demand, exception to the law of demand, elasticity of demand, types of demand elasticity, uses of demand elasticity. Concept of Supply, Determinants of Supply, Law of Supply, Elasticity of Supply.

**Unit – III: Production and Cost Concepts:**

Theory of production, production function, input output combination, short run production laws, law of diminishing marginal returns to scale, ISO-quant curves, ISO-cost curves.

**Unit – IV :Budget line:**

Cost concepts, cost classification, short run cost curves and long run cost curves, Experience curve. Economies and diseconomies to the scale, economies of scope.

**Unit – V: Market Structures and Pricing.**

Concept of market, structures, perfect competition market and price determination, monopoly and abnormal profits, monopolistic completion market price determination, price discrimination. Oligopoly, features of oligopoly, syndicating in oligopoly, kinked demand curve, price leadership and market positioning.

**Reference Books**

1. Dominik Salvatore, "(2009) Principal of Micro Economics(5th Edn) oxford University Press.
2. Lipsey and Crystal (2008) Economic (11th Edn) Oxford University Press..
3. Kutosynjs (1979) Modern Mircro Economics (5th Edn) Mc millan Publishers
4. Rubin field and Mehathe (Micro Economics (7th Edn) Pearson Publishers.



Mrs. Preeti Sarada,  
Chairperson

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**Bachelor of Business Administration (BBA) Syllabus**

**Paper Code: BB204**

**ORGANIZATIONAL BEHAVIOUR**

**Objective:** The main objective is to explain the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization.

**UNIT-I: Organizational Behavior –** Meaning, importance and historical development of organizational behavior, Factors influencing organizational behavior, Perception and Attribution- concept, nature and process, Factors influencing perception. Values and Attitudes. Personality - Stages of personality development, Determinants of personality. Concept and theories of learning.

**UNIT-II: Motivation-** Concept, importance and theories of motivation. Leadership - concept, characteristics, theories and styles of leadership, Managerial grid, Leadership continuum and Leadership effectiveness.

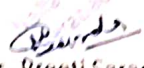
**UNIT-III: Group Dynamics –** Meaning of groups and group dynamics, Formation, Characteristics and Types of groups, Theories of group dynamics, Group cohesiveness - Factors influencing group cohesiveness - Group decision making process. Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window.

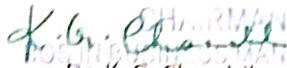
**UNIT-IV: Management of Change –** Meaning and importance of change, Factors contributing to organizational change, Change agents, Resistance to change – causes of and dealing with resistance to change, Organizational Development - meaning and process.

**UNIT-V: Organizational Culture, Conflict and Effectiveness-** Concept of Organizational Culture, Distinction between organizational culture and organizational climate, Factors influencing organizational culture, Morale- concept and types of morale. Managing conflict, Organizational Effectiveness - Indicators of organizational effectiveness, Achieving organizational effectiveness. Organizational Power and Politics.

**Reference Books**

1. Robbins, P.Stephen - Organizational Behavior-concepts, controversies & Applications - Prentice Hall of India Ltd., New Delhi, 1988.
2. Luthans Fred - Organizational Behavior - McGraw Hill Publishers Co. Ltd., New Delhi, 1988.
3. Rao, V.P and Narayana, P.S. - Organization Theory & Behavior - Konark Publishers Pvt.Ltd., Delhi, 1987.
4. Prasad, L.M - Organizational Theory & Behavior - Sultan Chand & Sons, New Delhi, 1988.
5. Sekaran, Uma - Organizational Behavior-text & cases - Tata McGraw Hill Pub Ltd., New Delhi, 1989.
6. Aswathappa, K. - Organizational Behavior – Himalaya Publishing House, Mumbai.

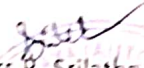
  
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Bachelor of Business Administration (BBA) Syllabus

Paper Code: BB205

BUSINESS STATISTICS

**Objective:** The Objective of this course to provide a student an understanding of basic statistical tools to apply for management problems and analysis. The tools starting from data gathering , tabulation, presentation and analysing using basic statistical techniques like measures of central tendency, dispersion, kurtosis, correlation and regression.

#### Unit – I

**Statistics – Definitions – Statistical methods – Importance and Scope – Limitations – Need for Data – Principals of Measurement – Principals of Secondary data. Tabulation and Presentation:**

**Classification of Data – Data Array – Frequency Distribution – Methods of data Classification – Types of Frequency Distributions / tabulation of Data – Objectives of Tabulation – Parts and Types of Tables – Graphical Presentation – Functions of Graphs – Advantages and limitations of Graphs – Diagrams – Rules for Drawing Diagrams, One, Two and Three Dimensional Diagrams – Pictograms, Cartograms, Stem and Leaf Displays.**

#### Unit – II

**Measures of Central Tendency:** Introduction to Averages – Requisites for a Measure of Central Tendency, Mean – Combined mean – Weighted mean, Median – Partition values – Quartiles, Deciles and Percentiles, Relationship between Partition values–Mode– Relationship between Mean, Median and Mode. Geometric Mean (GM) – Combined GM, Weighted GM, Harmonic Mean (HM). Relationship between Arithmetic Mean, Geometric Mean and Harmonic Mean –for Grouped and Ungrouped data and Advantages and Disadvantages of all the measures of CT.

**Measures of Dispersion:** Introduction – Significance and Requisites of a Measure of dispersion, Range, QD, MD and SD- For Grouped and Ungrouped – Advantages and Disadvantages. Concept of Variation – Coefficient of Variation.

**Skewness and Kurtosis (SK):** Introduction, Measures of SK, Relative measures of SK – Advantages and Disadvantages. Moments – concepts –Calculation – Kurtosis.

#### Unit – III

**Index Numbers:** Introduction – Types – Characteristics – Construction weighted and unweighted index numbers – Price and Quantity/Volume index numbers – Tests – time reversal – Factor Reversal and Circular tests – Chain and Fixed base – Changing of base – Combining of two of more overlapping indices consumer price Index – Problems in Construction.

#### Unit – IV

**Probability:** Concepts – Random Experiment, Sample space – Definitions of probability, Simple Problems on Probability, Addition and Multiplication theorems, conditional, Joint and Marginal Probability.

**Sampling:** Sampling – Reasons of Sample survey – bias in Survey, Definitions of Population, Sample, Parameter, Statistic – Principles of Sampling, Statistical Regularity, Inertia of Large Numbers,

Optimization, Persistence of small numbers – Validity. Probability and non probability sampling methods – choice of sampling method, sampling distribution and Standard Error (SE).

#### Unit – V

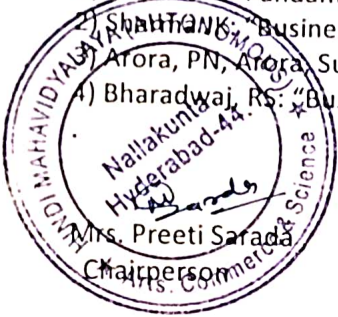
**Correlation Analysis:** Scatter diagram, Positive and negative correlation, limits for coefficient of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation.

**Regression Analysis:** Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients(Simple problems only)

**Time Series Analysis:** Components, Models of Time Series – Additive, Multiplicative and Mixed models; Trend analysis- Free hand curve, Semi averages, moving averages, Least Square methods(Simple problems only).

#### Reference Books

- 1) Gupta SC: "Fundamental of Statistics" 6th Ed, Himalaya Publishers House, 2004.
- 2) Shakti ANS: "Business Statistics" 2nd Edition Pearson Education, 2007.
- 3) Arora, PN, Arora, Sumeet and Arora, Amit: "Managerial Statistics", S. Chand, 1st Ed., 2009.
- 4) Bharadwaj, RS: "Business Statistics", Excel books, 2nd Ed, 2008.



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**Bachelor of Business Administration (BBA) Syllabus**

**Paper Code: BB206**

**BUSINESS LAW**

**OBJECTIVE:** The objective is to introduce the students to various regulations affecting business and to familiarize the students with regulation relating to business.

**Unit 1:**

**INTRODUCTION TO BUSINESS LAWS** - Introduction, Nature of Law, Meaning and Definition of Business Laws, Scope and Sources of Business Law, Fundamental Rights and Directive Principle of State Policies, Principles having economic significance, Overview of Business Laws in India.

**Unit 2:**

**CONTRACT LAWS** - Indian Contract Act, 1872: Definition of Contract, essentials of a valid contract (all essentials need to be explained in great detail), classification of contracts, breach of contract and remedies for breach of contract. Indian Sale of Goods Act, 1930: Definition of contract of sale, essentials of contract of sale, conditions and warranties, rights and duties of buyer, rights of an unpaid seller.

**Unit 3:**

**INFORMATION LAWS AND RTE** - Right to Information Act, 2005: Objectives of the RTI Act, Scope, SuoMoto disclosure, Method of seeking information, Eligibility to obtain information, Authorities under the Act.

**Unit 4:**

**COMPETITION AND CONSUMER LAWS** - The Competition Act, 2002: Objectives of Competition Act, the features of Competition Act, components of Competition Act, CCI, CAT, offences and penalties under the Act. Consumer Protection Act, 1986: Definition of the terms consumer, consumer dispute, defect, deficiency, unfair trade practices and services. Consumer Protection Act, Consumer Redressal Agencies – District Forum, State Commission, National Commission.

**Unit 5:**

**ECONOMIC AND ENVIRONMENTAL LAWS- FEMA 1999:** Objects of FEMA, definition of important terms – authorized dealer, currency, foreign currency, foreign exchange, foreign security, Directorate of Enforcement, salient features of the FEMA, offences and penalties, Environment Protection Act, 1986: Objects of the Act, definitions of important terms – environment, environment pollutant, environment pollution, hazardous substance and occupier, types of pollution, global warming, causes for ozone layer depletion, carbon trade, rules and powers of central government to protect environment in India.



**Reference Books**

1. K. Aswathappa, Business Laws, Himalaya Publishing House,
2. K.R. Bulchandni: Business Laws, HPH.
3. N.D. Kapoor, Business Laws, Sultan Chand publications.
4. S.S. Gulshan, Business Law 3rd Edition, New Age International
5. S.C. Sharama & Monica : Business Law I.K. International
6. T. N. S. R. Reddy : Business Law , Tata McGraw-Hill Education
7. Dr. K. Venkataraman, SHB Publications.



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DEPARTMENT OF BACHELOR OF BUSINESS MANAGEMENT  
Model Question Paper – Internal Examination.  
Principles of Management  
I Year- I Sem. Internal Exam – I

**Q.1) Multiple Choice Questions**

**10\*1/2=5Marks**

- 1) The management process functions consist of \_\_\_\_\_  
(a) Planning, organising, staffing and directing  
(b) Planning, organising, leading and directing  
(c) Planning, organising, leading and staffing  
(d) Planning, organizing, leading and controlling.
- 2) The chain of command from the highest authority to the lowest level in the organization is \_\_\_\_\_. A. Unity of direction. B. Unity of command. C. Centralization. D. Scalar chain.
- 3) Making assignments, issuing orders and instructions, providing guidance and inspiration to subordinates for the achievement of organizational objective is called \_\_\_\_\_.  
A. Planning. B. Organizing. C. Directing. D. Controlling.
- 4) Planning lays down the overall objective, strategies and policies for the total enterprise is \_\_\_\_\_. A. corporate planning. B. divisions planning. C. unit planning. D. department planning.
- 5) Goals, aims, purposes, missions and target is also known as \_\_\_\_\_.  
A. objective. B. strategies. C. policies. D. rules.
- 6) Decision making is the selection based on some criteria from two or more possible alternatives is defined by \_\_\_\_\_. A. Farland. B. Mac Donald. C. Terry. D. M.C. Nites.
- 7) Rules, duties and responsibilities of workers are given in writing in \_\_\_\_\_.  
A. formal organization. B. informal organization. C. business or organisation. D. strategic organization.
- 8) Deal with routing and repetitive problems is a \_\_\_\_\_. A. programmed decision. B. non-programmed decision. C. major decision. D. minor decision.

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- 9) The number of subordinates that report directly to a single supervisor is \_\_\_\_\_. A. span of supervision. B. span of activity. C. span of business. D. span of organizing.
10. Scalar chain means \_\_\_\_\_. A. hierarchy levels. B. chain of command. C. delegation of authority. D. span of control.

10\*1/2=5Marks

**Q.2 Fill in the blanks**

- 1) The Practice of Management written by \_\_\_\_\_.
- 2) Espirit De Corps is a .....language term.
- 3) Father of Administrative management \_\_\_\_\_.
- 4) Pioneer of Human Relations is \_\_\_\_\_.
- 5) Strategic planning is \_\_\_\_\_.
- 6) The selection of best alternative from many alternatives is known as \_\_\_\_\_.
- 7) A reporting relationship in which an employee receives orders from, and reports to, only one supervisor is known as \_\_\_\_\_.
- 8) The decision taken by lower level management is a \_\_\_\_\_.
- 9) The process of dividing the large monolithic functional organization into small and flexible administrative units is called \_\_\_\_\_.
- 10) The process whereby a manager shares his work and authority with his subordinates is \_\_\_\_\_.

**Q.3) Answer the short questions.**

5\*1=5 Marks

- 1) Explain the term Management.
- 2) What is mean by "POSDCORB "Functions of Management?
- 3) Define the terms Planning and Decision making.
- 4) Explain the terms Authority and Delegation.
- 5) Explain the terms Centralization and Decentralization

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DEPARTMENT OF BACHELOR OF BUSINESS MANAGEMENT  
Model Question Paper – External Examination.

BASICS OF MARKETING

Part – A

10\*2= 20 Marks.

Short Answer Questions

1. Marketing Management.
2. Marketing Mix.
3. Skimming pricing policy.
4. Niche Market.
5. Market Segmentation.
6. Sales promotion.
7. Derive demand.
8. Positioning.
9. Product mix.
10. Selling Concept.

Part – B

Long answer Questions:

5\*12= 80 Marks.

1. a. Describe the functions of marketing for any FMGC or Home appliance marketer.  
OR  
b. Develop Holistic Marketing Concept for any bank or insurance company of your choice.
2. a. Compare consumer buying behavior with organizational buying behavior for PCs.  
OR  
b. Describe the five steps in buyer decision process for a Bike or a Smart Phone.
3. a. Describe the need to study marketing environment. Explain trends, mega-trends & Economic Environment.  
OR

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- b. Explain the concept of marketing potential & Market share with examples.
4. a. What do you understand by mass marketing, segment marketing, micro-marketing, niche marketing, local marketing & one-to-one marketing? Explain with examples.  
OR  
b. Describe the concept of differentiation & positioning, as well concept of Value propositions & USP.
5. a. Describe the terms like product, product-levels, consumer –goods classification & Industrial-goods classification.  
OR  
b. Explain the concept of product mix. Your answer must highlight product-line, width, depth & consistency, with examples & diagrams.

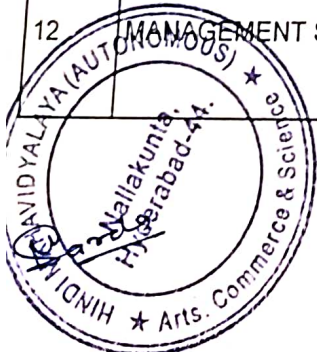
  
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1	BUSINESS STATISTICS - 2.5	III	2312	Mr. SAINI SRINIVASA Associate Professor, Holy Mary Degree College, S R Nagar, Hyderabad. Ph. 9866819299	✓
2	INFORMATION TECHNOLOGY 3.4	V	3518	Ms.G SARITHA Assistant Professor, Osmania University college for women, Koti, Hyderabad. Ph: 9908505581 email: gaddi_saritha@yahoo.co.in	
3	BUSINESS ENVIRONMENT 3.1	V	3515		
4	BUSINESS CORPORATE LAW 3.3	V	3517		
5	MANAGEMENT ACCOUNTING-3.2	V	3516	Mrs.VIJAYA Lecturer ,Nizam College , Basheerbagh, Hyderabad. Ph: 9866393221 email: vedavijaya1673@gmail.com	
6	ELEMENTS OF FINANCIAL MANAGEMENT - 2.7	III	2314		
7	FINANCIAL SERVICES-3.6.1	V	3520	Ms. SARADA Assistant Professor, Osmania University college for women, Koti, Hyderabad. Ph: 9866971571 email:	
8	INVESTMENT MANAGEMENT-3.7.1	V	3521		
9	BUSINESS COMMUNICATION -2.8	III	2315	Mrs.MADHAVI Assistant Professor, Nizam College ,Basheerbagh, Hyderabad. Ph: 9676279719 email: madhaviraobandaru@gmail.com	POM ✓
10	HUMAN RESOURCE MANAGEMENT - 2.4	III	2311		
11	FUNDAMENTALS OF MARKETING - 2.6	III	2313	Mrs.Rashi Mathur Lecturer in commerce ,Badruka College , Hyderabad. Ph: 9885458326 email:	Basics of Mkt ✓
12	MANAGEMENT SCIENCE - 3.5	V	3519	Mrs.Deepa Lecturer in commerce ,Badruka College, Hyderabad. Ph: 9705574010 email:	✓



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