



**HINDI MAHAVIDYALAYA
(AUTONOMOUS)**

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

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

url: www.hindimahavidyalaya.org

Email:-info@hindimahavidyalaya.org



**DEPARTMENT OF BACHELOR OF BUSINESS MANAGEMENT
2017- 18**

III & IV

हिन्दी महाविद्यालय

(स्वायत्त एवं NAAC-पुनर्मुल्यांकित)

कला, वाणिज्य, विज्ञान तथा स्नातकोत्तर केन्द्र)

(उस्मानिया विश्वविद्यालय से सम्बद्ध)

नल्लकुंटा, हैदराबाद - 500 044



Website : www.hindimahavidyalaya.org
E-mail : info@hindimahavidyalaya.org

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

Hindi Mahavidyalaya

(AUTONOMOUS & NAAC-REACCREDITED)

(Arts, Commerce, Science and P.G. Centre)

(Affiliated to Osmania University)

Nallakunta, Hyderabad - 500 044

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

संदर्भ / Ref. :
To,

दिनांक / Date : 29/05/2014

Chairman,
BOS in Business Management
Osmania University
Hyderabad.

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 have introduced CBCS from the academic 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 29/05/2014 at 11:30 AM/PM in our college premises.

Thanking You,

Yours faithfully,

Jyoti Hastak

Mrs. Jyoti Hastak
PRINCIPAL
HINDI MAHAVIDYALAYA
Arts, Commerce & Science
Nallakunta, Hyderabad
HMV.



(AUTONOMOUS)
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Ph: 040 – 65145529, Tele-Fax: 040-27616330
www.hindimahavidyalaya.org Email: info@hindimahavidyalaya.org

**DEPARTMENT OF BACHELOR OF BUSINESS
ADMINISTRATION**

2017-18

II 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**

HINDI MAHAVIDYALAYA (AUTONOMOUS)



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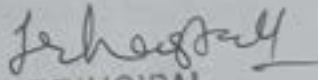
url: www.hindimahavidyalaya.org Email: info@hindimahavidyalaya.org

DEPARTMENT OF BACHELOR OF BUSINESS MANAGEMENT

Agenda

Date:

- Welcoming the Members by Director, Dr. Uma Kompalli.
- To present the Syllabus of the III and IV Semesters Papers and approval by the BOS members.
- To approved the II Year Syllabus
- Any other matter with the permission of Principal/Director.


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



HINDI MAHAVIDYALAYA
(An Autonomous College of Osmania University)

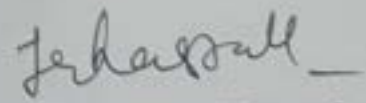
Course: Bachelor of Business Administration
Academic Year: 2017-18

Course Objectives:

- To impart the students with multi Disciplinary knowledge in Business Management, Commerce and Accounting, Economics, Mathematics, Statistics, IT and Legal Framework governing modern enterprises and corporate.
- To train students to have competitive advantage in terms of both horizontal and vertical mobility in their career path and growth.
- To equip students to become successful in getting placement in corporate as Junior Managers, Professional Certification and Higher Education.

Instructions Schedules:

The course is carried out under Semester pattern with respect to teaching, evaluation, assessment and award of degree. Semester is a period of instruction lasting 16 weeks.


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



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(AUTONOMOUS)
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www.hindimahavidyalaya.org Email: info@hindimahavidyalaya.org

**BOARD OF STUDIES
DEPARTMENT OF BACHELOR OF BUSINESS MANAGEMENT**

Chairperson:

Dr. Uma Kompalli
Professor,
Department of Business Management
M.C.Gupta College of Business Management
A Unit of Hindi Mahavidyalaya
Nallakunta, Hyderabad -44
Mobile No: 8374378080



UNIVERSITY NOMINEE:

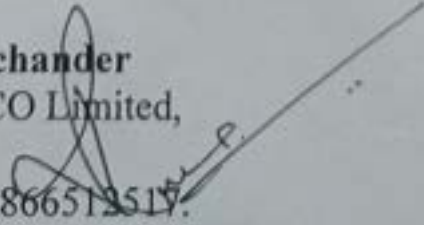
1. Dr. K. G. Chandrika,
Professor,
Department of Business Management,
Osmania University, Hyderabad – 500 007.
Cont No: 9391068691.
2. Dr. (Mrs). G. Shailaja,
Professor,
Department of Business Management,
Osmania University, Hyderabad – 500 007.
Cont No: 9391025272.


CHAIRMAN
BOS IN BUSINESS MANAGEMENT
OSMANIA UNIVERSITY
HYDERABAD - 500 007. (A.P.)


HEAD
Dept. of Business Management
Osmania University,
Hyderabad - 500 007.

MEMBERS BOS:

- a) **Mr. P. Ramchander**
M.D., APITCO Limited,
Hyderabad
Mobile No: 9866513517.



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



INDUSTRY EXPERT & GUEST FACULTY

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

Subramanyam Vadali



HINDI MAHAVIDYALAYA
(AUTONOMOUS)
2-1-569, O.U ROAD, Nallakunta, Hyderabad – 500044.
Ph: 040 – 65145629, Tele-Fax: 040-27616330
www.hindimahavidyalaya.org Email: info@hindimahavidyalaya.org

BOARD OF STUDIES

DEPARTMENT OF BACHELOR OF BUSINESS MANAGEMENT

Notice/Agenda
For 2nd Board of Studies Meeting

Date: 29/08/2017

Time: 11:30 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 29/08/2017 at 11.30 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:

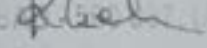

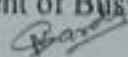
Topic:

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



Dr. Uma Kompalli,
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. Preeti Sarada**, Asst. Professor, Department of Business Management, M.C.Gupta College of Business Management, Hyderabad 
5. **Mr. Subramanyam Vadali**, Industry expert and Guest faculty.

HEAD
Dept. of Business Management
Osmania University
Hyderabad - 500 004



HINDI MAHAVIDYALAYA
(AUTONOMOUS)
2-1-569, O.U ROAD, Nallakunta, Hyderabad - 500044.
Ph: 040 - 66146629, Tele-Fax: 040-27610330
www.hindimahavidyalaya.org Email: info@hindimahavidyalaya.org

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. Dr. Uma Kompalli, Chairperson *Uma*
2. Dr. K. G. Chandrika, University Nominee. *KG*
3. Dr. (Mrs). G. Shailaja, University Nominee. *Shailaja*
4. Mrs. Preeti Sarda *P Sarda*
5. Mr. P. Ramchander *P Ramchander*
6. Mr. Subramanyam Vadali *Subramanyam*

CHAIRMAN
BOS IN BUSINESS MANAGEMENT
OSMANIA UNIVERSITY
HYDERABAD - 500 007. (A.P.)

HEAD
Dept. of Business Management
Osmania University,
Hyderabad - 500 007.

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 - III & SEM - IV syllabus which was given directly by the university for all the Subjects.

Copies of the syllabus for SEM-III and SEM-IV are enclosed.

Topic No. 2:

Question Paper pattern was discussed for the SEM - III & SEM - IV 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.

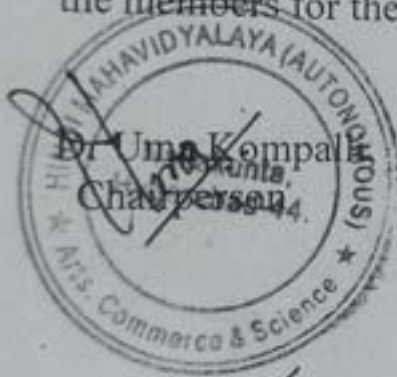
External Examination:

- 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.

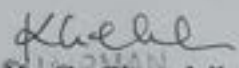
Topic No. 3: The members of BOS discussed the Model Question Paper for Semester I and II and after taking into account all the suggestions proposed by the members, the Model Question Paper was approved and enclosed. The panel of examiners was approved. The same is enclosed.


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.

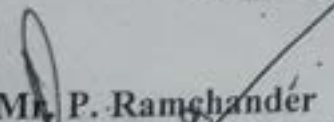
The meeting ended with a vote of thanks by the BOS chairperson who thanked all the members for their valuable suggestions, efforts and cooperation.

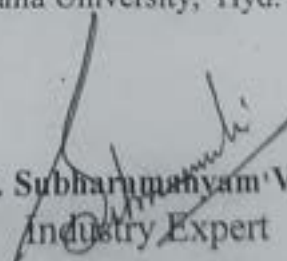


Dr. Uma Kempala
Chairperson


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


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


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


Mr. Subharunnam Vadali
Industry Expert


Mrs. Preeti Sarada
Asst. Prof.
Kallekunta,
Hyderabad-44



HINDI MAHAVIDYALAYA
(AUTONOMOUS)
2-1-589, O.U. ROAD, Nallakunta, Hyderabad - 500044.
Ph: 040 - 65145575, Tele-Fax: 040-27616330
www.hindimahaavidyalaya.org Email: info@hindimahaavidyalaya.org

B. B. A - Teaching Faculty Details

1. Dr. Uma Kompalli ^{MBA, PhD.}
(HINDI, HAA, ANA, IIR)
Professor & BOS Chairperson,
Dept. of Business management,
MCGCBM.
2. Mrs. Preethi Sarda, B.Tech, MBA
Asst. Professor,
Dept. of Business management,
MCGCBM.
3. Mr. G. Praveen Kumar, MBA, B. Com
Asst. Professor,
Dept. of Business management,
MCGCBM.
4. Ms. A. L. Annapurna -MBA, B. Sc
Asst. Professor,
Dept. of Business management,
MCGCBM.
5. Mr. Pavan Kumar Devasani, MBA, B. Sc
Asst. Professor,
Dept. of Business management,
MCGCBM.

Uma Kompalli

Preethi Sarda

G. Praveen Kumar

A.L. Annapurna

Pavan Kumar Devasani

Uma Kompalli

Mrs. P. NIBGI Prastak
HINDI MAHAVIDYALAYA
ANA, Co-ordinator
(Au. HMAV Bus)
NALLAKUNTA, HYD-44



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(AUTONOMOUS)
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Bachelor of Business Administration (BBA) Syllabus

**Paper Code: BB301
BUSINESS BEST PRACTICES**

Aim: To enable students to understand the best practices followed by the organizations.

Learning outcome: By understanding the best practices through internet and interaction with the company executives, the students should be able to understand the best practices. By going through the works of the other classmates, the all students should be able to understand many of the best practices and also will be able to suggest the next practices.

The students may choose any of the following corporate practices or any other practices and study with reference to any company:

Unit - I:

A report of the best practice must be prepared with the help of the information available in the open source (example websites, news papers, business magazines). Formal or informal interaction with the managers of the organization may also be attempted to have better clarity

1. Performance Management System
2. Talent Management
3. Career Planning

Unit - II:

A report of the best practice must be prepared with the help of the information available in the open source (example websites, news papers, business magazines). Formal or informal interaction with the managers of the organization may also be attempted to have better clarity

1. Balanced Score Card.
2. Benchmarking.
3. Any other functional systems, policies, practices may also be considered for studying.

Journals : Vikalpa, IIMA, IIMB Review, Decision, IIMC, Vision, MDI.



Dr. Uma K. Kompalli
Chairperson

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

K. G. Chandrika

Dr. K. G. Chandrika
Professor

Dept. of Business Management
Osmania University, Hyd. -07.
HYDERABAD - 500 007 (A.P.)

Subhakar Manjaram Vadali

Mr. Subhakar Manjaram Vadali
Industry Expert

G. Shailaja

Dr. (Mrs) G. Shailaja
Dept. of Business Management
Osmania University,

Dept. of Business Management
Osmania University, Hyd. -07



Preeti sarda
Asst. Prof.
Nallakunta,
Hyderabad-44.



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Duration - 4 hrs/Week
Theory - 4C
Exam Marks - 80 m
al Exam Mod - 20 m

Bachelor of Business Administration (BBA) Syllabus Duration of Sem Exam: 3hrs
Paper Code: BB304 Duration of Internal Exam: 20 m

FINANCIAL ACCOUNTING

Objective: To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

Unit I: Introduction to Financial Accounting: Accounting as an Information System, Importance and Scope, Limitations; Users of accounting information; Accounting Concepts, Principles and Conventions - Generally Accepted Accounting Principles; The Accounting Equation; Nature of Accounts.

Unit II: Types of books (Primary and Secondary); Rules of Debit and Credit; Recording Transactions in Journal; Preparation of Ledger Accounts; ledger balancing; Opening and Closing Entries.

Unit III: Preparation of Trial Balance; Preparation of Financial Statements: Trading Account, Profit & Loss Account and Balance Sheet, Adjustment Entries, Understanding contents of financial statements of a joint stock company as per the Companies Act 2013.

Unit IV: Financial Statement Analysis using ratios: Objective of financial statement analysis, sources of information; Techniques of financial statement analysis: Horizontal analysis, Vertical analysis and Ratio Analysis; Financial Ratios: Meaning and Usefulness of Financial Ratios. Analysis of ratios. Liquidity Ratios, Solvency Ratios, Profitability Ratios, and Turnover Ratios; Limitation of ratio analysis.

Unit V: Indian Accounting Standards (Ind-AS): Concept, benefits, procedure for issuing Ind- AS in India, salient features of Ind-AS issued by ICAI; International Financial Reporting Standards (IFRS): Main features, uses and objectives of IFRS, IFRS issued by IASB.

Reference Books:

1. Tulsian, P.C., Financial Accounting, Pearson
2. T.S. Grewal, Introduction to Accountancy, Sultan Chand
3. Maheshwari, S.N. & Maheshwari, S.K., Financial Accounting for B. Com., CA, CS, & ICWA (Foundation) Courses, Vikas Publishing House Pvt. Ltd.
4. Ghosh, T.P., Financial Accounting for Managers, Taxmann Allied Services (P) Ltd.
5. Balwani, Nitin, Accounting and Finance for Managers
6. Jain, S.P. & Narang, K.L., Advanced Accountancy.



Mr. P. Ramesh Chander
M.D., ABITCO Limited,
Hyderabad

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

Subharamayam Vadali
Mr. Subharamayam Vadali
Industry Expert

G. Shailaja
Dr. (Mrs) G. Shailaja
Professor
Dept. of Business Management
Osmania University
Hyderabad - 500 007

Preeti sarda
Mrs. Preeti sarda
Asst. Prof.





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www.hindimahavidyalaya.org Email: info@hindimahavidyalaya.org

Ques. - 4/10
Theory - 4-c
No. of SE : 3 Hrs
No. of TE : 30 M

Bachelor of Business Administration (BBA) Syllabus
Paper Code: BB305

Semester Exam Marks: 80 M
Internal Exam Marks: 20 M

Human Resource Management

Objective: The aim of this course is to introduce to student the basic concepts related to Human Resource Management which can form foundation to understanding advanced concepts in managing human resources in an organization.

UNIT I: Introduction to Human Resource Management and Environment: Functions of Human Resource Management. Managerial and operative role of Human Resource Management. Personnel Management vs. Human Resource Management - Strategic Management Approach. The Role of Globalization in HR Policy and Practice.

UNIT II: Acquiring Human Resources: - Human Resource Planning and Alignment - Job Analysis and Design. Job Description, Job Specification and Job Evaluation, Job- Restructuring - Job Rotation, Job Enlargement and Job Enrichment. Recruitment and Selection - Placement - Induction and Orientation. Line and Staff.

UNIT III: Developing Human Resources: - Training and Development - Employee Training and Retraining - Assessing Training Needs and Designing Training Programmes. An overview on employee orientation: Career Planning and Development: Role and Significance of Career Planning - Impact of Career Planning on Productivity.

UNIT IV: Labour Management: Industrial Relations and Industrial Disputes. Principles and guidelines for effective handling of Industrial Disputes and Industrial Relations - Standing Orders - Role and Contents of standing orders - Labour Relations and Collective Bargaining - Employee Health and Safety.

UNIT V: Rewarding Human Resources: Performance Appraisal - Methods and needs for Performance Appraisal - Organization Climate and its impact on HRM. Components of Organization Culture. Quality of Work Life - Determinants of quality of work life. Impact of QWL on Organization Climate and Culture.

Reference Books:

1. Human Resources - Bernandin H. John. TMH.
2. Managing Human Resources - Wayne E. Casio. - TMH
3. Human Resources Management - David Lepak and Mary Gowan - Pearson.
4. Human Resources Management - Decenzo and Robbins - John Willey.
5. Human Resource Management. Texts and Cases. - TMH.



Dr. Umakantpally
Chairperson
Nallakunta,
Hyderabad-44.

K. G. Chandrika
Dr. K. G. Chandrika
Professor
Dept. of Business Management
Osmania University,
HYDERABAD - 500 007 (A.P.).

G. Shailaja
Dr. (Mrs) G. Shailaja
Dept. of Business Management
Osmania University,
Dept. of Business Management
Hyderabad-500 007 (A.P.).
Osmania University, Hyd. -.07

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

Subharamanya
Mr. Subharamanya
Industry Expert



P. Preeti
Mrs. Preeti sarda
Asst. Prof.



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Bachelor of Business Administration (BBA) Syllabus
Paper Code: BB306

INTRODUCTION TO INFORMATION TECHNOLOGY

Objective: The Objective of this course is to familiarize a management students to basics of IT, its applications and importance to present day management and organization.

Unit 1: Introduction to IT

Computer Systems- Hardware -I/O devices, Memory devices, Processors-Software - classification of software- systems software, Application software- Operating Systems- Definition- Types of OS- Understanding of GUI- Networks- Definition- Types of Network- LAN, WAN- Network Topologies- Physical Communication Media-TCP/IP, OSI Model.

Unit 2: Introduction To IS

Definition of Data, Information & Knowledge, IS- MIS, DSS Expert Systems-Types of IS- Operation, Tactical, Strategic IS- Executives Information Systems (EIS) - Definitions- Data Base, DBMS, Advantages & Disadvantages of DBMS-Ethical and Social Issues in IS.

Unit 3: Multimedia Concepts

Definition of Multimedia- Multimedia devices-Multimedia Formats- Audio formats- Video formats- Compression/ Decompression issues- Business Applications of Multimedia.

Unit 4. Internet & Security Issues

Internet - History- Internet Addressing and architecture-WWW - Architecture-Browser- Servers- Search engines -Internet Services- Email- Chatting- Messaging- Groups- Social Networking- Internet in Business- definition of e-commerce, m-commerce- types of online business-Security Issues in Internet.

Unit 5: Office Management Applications.

Intranets, Extranets, VPN- Internet Telephony- Group ware- audio and video Conferencing- Wireless Communication- WLANS- Definitions of Blue tooth- Wi Fi- Wi Max- RFID-Use of Spreadsheets for office- spread sheet applications (MS-EXEL)-Use of Databases for the Office(MS-ACCESS)- Database applications.

Reference Books:

1. Kenneth C. Laudon & Jane P. Laudon - Management Information Systems- Managing the Digital Firm, Pearson Education, Fourth Edition 2008.
2. Turban, McLean, Wetherbe- Information Technology For Management, Wiley Student Edition- Fourth Edition.
3. Leonard Jessup, Joseph Valacich - Information Systems Today, Why IS matters, Pearson Education -Low Price Edition, Second Edition.
4. Effy Oz- Management Information systems, Thomson Course Technology, Fifth Edition.



Dr. Umesh Chakraborty,
Chairperson

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

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

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

Subharamayam Vadali
Mr. Subharamayam Vadali
Industry Expert



P. Preethi
Mrs. Preethi
Prof.



HINDI MAHAVIDYALAYA
(AUTONOMOUS)
2-1-569, O.U ROAD, Nallakunta, Hyderabad - 500044.
Ph: 040 - 65145529, Tele-Fax: 040-27616330
www.hindimahavidyalaya.org Email: info@hindimahavidyalaya.org

Bachelor of Business Administration (BBA) Syllabus
Paper Code: BB307

INFORMATION TECHNOLOGY LAB

Objective : The aim of this course is to give a management students practical experience on working in typical office software like MS-OFFICE.

Unit I: MS-EXCEL

Basic features: Creating, Naming Saving, Editing and Printing of Worksheets. Data Entry - Manual and Automatic Formatting cells and Cell referencing. Creating and using formulas and Functions Use of Copy, Move and Paste Options. **Data And Graphical Options:** Filling a Series, Sorting data, querying of data. Working with graphs and charts.

Advanced Options of MS-EXCEL:

- Statistical tools - use statistical functions such as average, Standard Deviation, ANOVA, etc.
- Financial Tools - use of Financial Functions such as NPV, IRR etc.
- Date Functions
- Building Simple Macros.

Unit- II: MS-ACCESS

Creating a database and tables by different methods- Entering and Editing data- Sorting, Filtering and Displaying data. Creating & querying using forms. Creating & printing reports and labels. Transfer of data between Excel & Access.

Reference Books:

- David Whigham, "Business Data Analysis Using Excel", Oxford University Press, Indian Edition.
- Paul Cornell, "Accessing & Analyzing DATA with MS-EXCEL".
- R & D, "IT Tools and Applications", Macmillan India Ltd.
- Sanjay Saxena, "A First Course in Computers - Based on Windows Office XP", Second Edition - Vikas Publishing House.

Theory classes : 4H/W
Credit of Theory : 4 credits
Duration of Sem Exam - 3Hrs
Duration of Internal Exam 30min

Sem Examination Marks - 80 M
Internal Examination Marks 20 M



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

K. G. Chandrika

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

Mr. Subhramanyam Vadali
Industry Expert

G. Shaltaja

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

Mrs. Preeti sarda
Asst. Prof.





HINDI MAHAVIDYALAYA
(AUTONOMOUS)

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

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

www.hindimahavidyalaya.org Email: info@hindimahavidyalaya.org

Classes: 4 Hrs
of Theory: 4 credits
Len of Sem Exam: 3hrs
Course Aim:

Bachelor of Business Administration (BBA) Syllabus

Paper Code: BB401

PERSONAL EFFECTIVENESS

Duration of Internal Exam: 30m

Semester End Exam: 80m

Final Exam Hall: 20m
(Year end)

The aim of this course is to enable students develop soft skills necessary for employability of MBA students.

Learning Outcome: Students at the end of the course would be able to:
Loose fear of public speaking and feel confident about them-selves.

Unit - I:

Participate in group discussions. - Face interviews. - Gain communication skills and be able to convince their view point to the superiors, peers and subordinates. - Time management skills to efficiently manage time in meeting deadlines in modern day organizations. Life style management skills to grow in modern day organization and succeed in their chosen careers. - Help students to confidently face and succeed in the corporate selection processes.

Unit - II:

- Presentations
- Group Discussions
- Overcoming fear of facing Interviews
- Time Management
- Vocabulary skills for critical corporate communication and to give effective presentations to internal and external customers of an organization.

REFERENCES

1. LAB: Globarena, E-Mentoring System, by Globarena Technologies Pvt. Ltd, Hyderabad. It can be provided in LAN and also can be accessed by registering in <http://gems.globarena.net>. OR ANY OTHER SOFTWARE. 1. Sherfeild: Developing Soft skills-Pearson Education-2013.
2. Murphy: Effective Business communication, 7/e, TMH, 2013.
3. Colin BEARD: Experiential Learning, Kogan Page, 2013.
4. Anandamurugan, Placement Interview Skills for Success, TMH, 1/e, 2012.



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

Kull

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

Mr. Subbaramanyam Vadali
Industry Expert

SB

Dr. (Mrs). G. Shailaja
Professor
Dept. of Business Management
Osmania University,
Hyderabad - 500007

Mrs. Preeti sarda
Asst. Prof.





HINDU MAHAVIDYALAYA
(AUTONOMOUS)
2-1-689, OJJI ROAD, NALAKURTA, Hyderabad - 500044
Ph: 040 - 65145523 Tele-Fax: 040-27618330
www.hindustanuniversity.ac.in Email: info@hindustanuniversity.ac.in

Dr. Thirumal Rao
Dr. V. Srinivas
Dr. V. Srinivas
Paper Code: BB401
FINANCIAL MANAGEMENT
Date of Issue: 10/07/2010
SEM: 80
SEM: 210

Objective: To acquaint students with the techniques of financial management and their applications for business decision making.

Unit I: Nature of Financial Management; Finance and relation with other disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach of FM; Functions of finance - Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Organization of finance function.

Unit II: Concept of Time Value of Money; compounding; discounting; present value; future value; and annuity; capital budgeting - meaning, features; applications of discounting in capital budgeting - NPV, IRR, calculation of NPV and IRR.

Unit III: Sources of Long term finance- features of equity shares, preference shares, debentures, long term loans; Capital Structure - meaning, determinants of capital structure; cost of capital - component costs of capital, weighted average cost of capital; Dividend Policy Decision - Types of dividend, determinants of dividend policy.

Unit IV: Working Capital Management- gross versus net working capital, determinants of working capital; Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique (Lock box, concentration banking)

Unit V: Receivables Management - Objectives; Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ (Basic Model).

Reference Books

- 1.M.Y. Khan & P. K. Jain, Financial Management, Tata McGraw Hill Publishing Co. Ltd.
- 2.Prasanna Chandra, Fundamentals of Financial Management, McGraw Hill Education, 6th edition, 2015
- 3.T.M. Pandey, Financial Management
- 4.J.V. Home & J.M. Wachowicz, Fundamentals of Financial Management
- 5.Runjogi, Financial Management



M. Ramesh Babu
M.D. APPTCO Limited,
Hyderabad

Dr. K. G. Chandrappa
Dr. K. G. Chandrappa
Vice-Chancellor
Dept. of Business Management
Osmania University, Hyd. -07.

Mr. Subrahmanya Venkatesh
Industry Expert

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



Mrs. Preeti Sarda
Asst. Prof.



HINDI MAHARAJVALAYA
(AUTONOMOUS)
2-1-589, O.U. ROAD, Nallakunta, Hyderabad - 500044.
Ph: 040 - 66145529, Tele-Fax: 040-27616330
www.hindimaharajvalaya.org Email: info@hindimaharajvalaya.org

classmate 12/12/20
1st classmate 12/12/20
classmate 12/12/20
classmate 12/12/20
Bachelor of Business Administration (BBA) Syllabus
SEM - 50
SEM - 20
Final Exam - 30
Internal Exam - 30
MARKETING RESEARCH
Paper Code: BB405

Objective: To provide an exposure to the students pertaining to the nature and Scope of marketing research, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of marketing research.
Unit I: Marketing Research: Nature and Scope of Marketing Research - Role of Marketing Research in Decision Making; The Research process - Steps in the Research Process; Designing the Research Proposal

Unit II: Sources and methods of gathering Marketing Information; Primary Data Collection: Survey Interviews focus groups and projective techniques; Questionnaire-form & design.

Unit III: Secondary Data Research: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources; Secondary sources of data in Indian Context.

Unit IV: Measurement and scaling - Concept of measurement and scaling - Types of Scales - Nominal, Ordinal, Interval and Ratio Scales - Attitude scales Thurstone's, Likert's, Semantic differential, Reliability and validity of a scale.

Unit V: Sampling: Sampling techniques, determination of sample size; Data Analysis: Z test (mean, diff. of mean, diff. of proportion) t test (mean), paired t test, Chi square test Introduction to theoretical concept of ANOVA, Factor Analysis and Regression analysis.

Suggested Books:

1. Green E. Paul, Tull S. Donald & Albaum, Gerald. "Research for Marketing Decisions", 2006, 6th Ed, PHI.
2. Tull and Haweckins, "Marketing Research", 2000, 4th Ed. Tata McGraw Hill.
3. Cooper & Schindler, Business Research Methods McGraw-Hill Education.
4. Martin collingam, "Market intelligence", 2009, Kogan Page Publishers.
6. G.C. Beri, "Marketing Research", 2008, 8th Ed, Tata McGraw Hill.
7. Malhotra, K. Naresh, "Marketing Research- And applied orientation", 2014.



Dr. J. K. Kompalli
Chairperson

M.P. Rajam
M.D. MPTCO Limited,
Hyderabad

Dr. K. G. Chandra
Asst. Professor
Dept. of Business Management
Osmania University, Hyd-507.

Mr. Subbaraj
Industry Expert

Dr. (Mrs) G. S. Raju
Dept. of Business Management
Osmania University, Hyd-507

Mrs. Preethi
Asst. Prof.





HINDI MAHAVIDYALAYA
(AUTONOMOUS)
2-1-569, O.U. ROAD, Malakunta, Hyderabad - 500044.
Ph: 040 - 65146529, Tele-fax: 040-27616330
www.hindimahavidyalaya.org Email: info@hindimahavidyalaya.org

Bachelor of Business Administration (BBA) Syllabus
Paper Code: BH406
SEM I : 80
TERM : 20

Objective: The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility.

Unit I Business ethics: Meaning of ethics, why ethical problems occur in business, Ethical principles in business: Utilitarianism; weighing social cost and benefits, Rights and duties, Justice and fairness, ethics, Moral issues in business: Worker's and employee's rights and responsibilities, Profit maximization vs. social responsibility.

Unit II Corporate governance: concept, Need to improve corporate governance standards, Features of good governance, Role played by regulators to improve corporate governance, accounting standards and corporate governance, corporate disclosure, insider trading.

UNIT III Relevance of The Board -Quality, Composition and role of Board, Outside Directors on the board (independent, nominee), Executive and Non-Executive directors, SEBI clause 49, directors and financial institutions in enhancing corporate governance, critical issues in governance of board directors, CEO Duality.

Unit IV Role of auditors in enhancing corporate governance- duties and responsibilities of auditors, corporate governance and internal auditors, Whistle blowing: Kinds of whistle blowing, precluding the need for whistle blowing, Discrimination, affirmative action, and reverse discrimination: Equal employment opportunity, Affirmative action, Preferential hiring.

Unit- V Corporate social responsibility: Meaning, Evolution of corporate social responsibility, common indicators for measuring business social performance, reporting social responsibility measures in annual report.

Reference Books :

1. Bhannamurthy K V: Ethics and Social Responsibility of Business, Pearson Education India.
2. N. Gopalswamy: Corporate governance a new paradigm A H Wheeler Publishing Co Ltd.
3. Manuel G Velasquez : Business ethics- concepts and cases Pearson.
5. A.C. Fernando: Business Ethics Pearson Education.
6. A.C. Fernando: Corporate Governance Pearson Education.



Dr. K. G. Chandika
Chairperson
M.D. MORTCO Limited,
Hyderabad

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

Mr. Subhash Kumar Vadali
Industry Expert

Dr. Mahesh Shalija
Dept. of Business Management
Osmania University, Hyd. - 07

Mrs. Preeti sarda
Asst. Prof.





HINDI MAHAVIDYALAYA
(AUTONOMOUS)
2-1-569, O.U ROAD, Nallakunta, Hyderabad – 500044.
Ph: 040 – 65145529, Tele-Fax: 040-27616330
www.hindimahavidyalaya.org Email: info@hindimahavidyalaya.org

The Academic Council Meeting was held on 05-11-2016 at 11' O Clock in H M V Campus. The Board has proposed the following:

- Number of classes to be held Unit wise.
- Template for B. B. A. Course Structure

In this connection, the division of number of classes for each unit for all the subjects is given below:

I Semester

Unit	POM	BM	BE
I			
III			
III			
IV			
V			



Dr. Uma Kompalli,
Chairperson

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

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

Subbarajyan Vadali
Mr. Subbarajyan Vadali
Industry Expert

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



Preeti Garg
Mrs. Preeti Garg
Asst. Prof.



HINDI MAHAVIDYALAYA
(AUTONOMOUS)

2-1-569, O.U ROAD, Nallakunta, Hyderabad - 500044.
Ph: 040 - 65145529, Tele-Fax: 040-27616330

url: www.hindimahavidyalaya.org Email: info@hindimahavidyalaya.org

DEPARTMENT OF BACHELOR OF BUSINESS MANAGEMENT
Model Question Paper - Internal Examination.
Human Resource Management
II Year- I Sem. Internal Exam - I

Q.1) Multiple Choice Questions

10*1/2=5Marks

Q.1 - Which of the following is not a Cognitive Method of providing training?

- (a) Lecture
- (b) Coaching
- (c) Demonstration
- (d) Discussion

Q.2 - strives to have right number & right kind of people at the right place & at the right time.

- (a) Human Resource Acquisition
- (b) Human Resource Planning
- (c) Human Resource Development
- (d) Human Resource Planning

Q.3 -doesnot require face to face interaction with the trainer.

- (a) Virtual Reality
- (b) Coaching
- (c) Case Studies
- (d) Role Playing

Q.4 - is the process of describing & recording aspects of jobs & specifying the skills & other requirements necessary to perform the job.

- (a) Job Specification
- (b) Job Description
- (c) Job Analysis
- (d) Job Evaluation

Q.5 - Which of the following is the traditional method for imparting training?

- (a) Demonstration
- (b) Discussion
- (c) Lecture
- (d) Coaching

Q.6 - Due to higher costs, are usually employed to fill senior management & executive level roles.

- (a) Niche Recruiters
- (b) Headhunters
- (c) In-house Recruitment
- (d) Employment Exchanges

K. S. Raman

BOS IN BUSINESS MANAGEMENT
OSMANIA UNIVERSITY
HYDERABAD - 500 007. (A.P.)

S. S. R. Reddy

Dept. of Business Management
Osmania University,
Hyderabad - 500 007.

..... is giving theoretical training to the trainees.
Cognitive (b) Behavioral (c) Management Development (d) All

Q.8 - HRM can be performed by
(a) HR Managers (b) Line Managers (c) Both (d) None

Q.9 - Which of the following is a component in the Intelligent Tutorial System (ITS)?
(a) A Trainee Model (b) A Training Session Manager
(c) A user Interface (d) All

Q.10- Programmed Instructions comes in
(a) Printed Forms i.e. Books (b) Interactive Video (c) Both (d) None

Q-2 Fill in the blanks **10*1/2=5Marks**

- 1) _____ is the right to make decisions, to direct the work of others, and to give orders.
- 2) Human resource managers generally exert _____ within the human resources department and _____ outside the human resources department.
- 3) _____ are authorized to direct the work of subordinates.
- 4) _____ are responsible for assisting and advising line managers in areas like recruiting, hiring, and compensation.
- 5) _____ is most often used in combination with some other techniques.
- 6) _____ covers union-management relations, joint consultations, collective bargaining, grievance & disciplinary procedures, settlement of disputes, etc.
- 7) _____ is a one-to-one interaction
- 8) _____, methods are most suitable for skill development
- 9) _____ is a key component in Training games & Simulations?
- 10) _____ is a training method which puts the participant in a 3-D environment.

Q-3) Answer the short questions.

5*1=5 Marks

- 1) Define Human Resource Management.
- 2) What do you mean by Human Resource Planning?
- 3) What is Incentive?
- 4) Define transfer and promotion?.
- 5) What is personnel research and audit?



HINDI MAHAVIDYALAYA
(AUTONOMOUS)

2-1-569, O.U ROAD, Nallakunta, Hyderabad - 500044.
Ph: 040 - 65145529, Tele-Fax: 040-27616330

url: www.hindimahavidyalaya.org Email: info@hindimahavidyalaya.org

DEPARTMENT OF BACHELOR OF BUSINESS MANAGEMENT

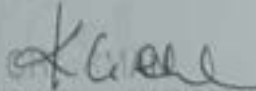
Introduction to Information Technology

II Year- I Sem. Internal Exam - I

Q.1) Multiple Choice Questions

10*1/2=5 Marks

- 1) _____ is a program application which provides the computer with step-by-step instructions to perform a specific task. a) Software b) Files c) Hardware d) Folders
- 2) _____ is the device used in typing in the words, numbers and to perform tasks. a) Hard drive b) Keyboard c) CD d) Modem
- 3) Multi-processor system gives a _____. a) small system b) tightly coupled system c) loosely coupled system d) both a and b
- 4) Secondary storage memory type is _____. a) volatile memory b) non volatile memory c) back up memory d) impact memory
- 5) Route determination can be identified by _____. a) Transport layer b) Application layer c) Network layer d) Presentation layer
- 6) Transmission Control Protocol (TCP) has Services which is _____. a) Connection Oriented b) Connectionless c) Connection generated d) Connection Organizing
- 7) Management information systems (MIS) _____.
a) create and share documents that support day-to-day office activities
b) process business transactions (e.g., time cards, payments, orders, etc.)
c) capture and reproduce the knowledge of an expert problem solver
d) use the transaction data to produce information needed by managers to run the business


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- 8) Information systems that support the business functions that reach out to suppliers are known as _____ a) back office information systems b) decision support systems c) expert information systems d) front office information systems
- 9) _____ is not a class of information system applications. a) database management system b) decision support system c) expert system d) management information system
- 10) An information system that supports the planning and assessment needs of executive management is a) DSS b) TPS c) ERP d) none of the above

Q.2 Fill in the blanks

10*1/2=5Marks

- 1) Memory that is called a read write memory is _____.
- 2) A teletypewriter terminal is an example of _____.
- 3) Transmission Control Protocol/Internet Networking Protocol have _____ Layers.
- 4) If a process fails, most operating system write the error information to a _____.
- 5) A point-to-point link in a remote backbone connected by remote bridges acts as _____.
- 6) The general transformation cycle for information is _____.
- 7) A _____ in a table represents a relationship among a set of values.
- 8) Using _____ language can a user request information from a database.
- 9) First graphical user interface used commercially after its introduction was popularized as _____.
- 10) Physical or logical arrangement of network is _____.

Q.3) Answer the short questions.

5*1=5 Marks

- 1) Define Computer.
- 2) Define software.
- 3) Define Database.
- 4) Define GUI.
- 5) Define Network Topology

Kael
CHAIRMAN
BOS IN BUSINESS MANAGEMENT
OSMANIA UNIVERSITY

SB
HEAD
Dept. of Business



HINDI MAHAVIDYALAYA
(AUTONOMOUS)

2-1-569, O.U ROAD, Nallakunta, Hyderabad – 500044.
Ph: 040 – 65145529, Tele-Fax: 040-27616330

url: www.hindimahavidyalaya.org Email: info@hindimahavidyalaya.org

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

Financial Accounting

II Year- I Sem. Internal Exam – I

Q.1) Multiple Choice Questions

10*1/2=5Marks

Q.1 Accounting is an act of

- (a) Recording
- (b) Classifying
- (c) Summarization
- (d) All of the above

()

Q.2 – The accounts which are related the properties and assests of the business are ()

- (a) Real accounts
- (b) Nominal accounts
- (c) both (a) and (b)
- (d) personal accounts

Q.3 – the profit and loss account is prepared to ascertain ()

- (a) Only profits in the business
- (b) net profit/ Net loss incurred by the business
- (c) To know the financial position of the business
- (d) to Know revenue and expenses of working capital

()

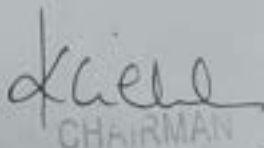
Q.4 – Components of final accounts

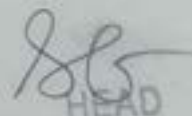
- (a) Trading account
- (b) Current account
- (c) Nominal account
- (d) all

Q.5 – Net Income is

()

- (a) Total Revenue – total income
- (b) Total Expenses – total revenue
- (c) Revenue + expenses
- (d) Assets – liabilities


CHAIRMAN


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- Q.6 - is a statement in which debit side and credit side balances are verified ()
 (a) Income statement (b) trail Balance
 (c) Balance Sheet (d) trading account
- Q.7 - helps in providing accounts information to the management in effective decisions. ()
 (a) Management accounting (b) financial accounting (c) Cost accounting (d) None
- Q.8 - the End users of accounting information are ()
 (a) Creditors (b) Managers (c) Both (a) & (b) (d) None
- Q.9 - Which of the following is not included in a balance sheet ()
 (a) Account receivable (b) sales
 (c) Account payable (d) cash
- Q.10- the process of transferring transaction effects into the appropriate accounts is referred to as ()
 (a) Closing (b) Journalizing (c) recording (d) posting

Q.2 Fill in the blanks

10*1/2=5Marks

- 1) _____ is regarded as the language of Business
- 2) The accounts follow the rule "anticipate to profit but provide in all possible _____"
- 3) Any exchange of money & money's worth as goods and service between two parties is called a _____
- 4) All the transactions are firstly recorded in journal. so, it is called as _____
- 5) In _____ system of accounting only cash related entries are recorded
- 6) is a book in which all recorded entries are classified
- 7) accounts deal with expenses, Income, Profit and losses
- 8) The process which starts with transactions taking place and ends up with preparation of final accounts is known as _____
- 9) Assets = Liabilities + _____
- 10) explain the relationship of equities and assets.

- 3) Answer the short questions.
- 1) Define financial Accounting?
 - 2) What is journal?
 - 3) What is personal account ?
 - 4) What is the rule in real accounting ?
 - 5) Mention some of the uses of account information

5*1=5 Marks

K. K. K.
HEAD
BOS IN BUSINESS MANAGEMENT
OSMANIA UNIVERSITY
HYDERABAD - 500 002 (A.P.)

S.S.
HEAD
Dept. of Business Management
Osmania University,
Hyderabad - 500 007.



HINDI MAHAVIDYALAYA
(AUTONOMOUS)

2-1-569, O.U ROAD, Nallakunta, Hyderabad - 500044,
Ph: 040 - 65145529, Tele-Fax: 040-27616330

url: www.hindimahavidyalaya.org Email: info@hindimahavidyalaya.org

DEPARTMENT OF BACHELOR OF BUSINESS MANAGEMENT

Model Question Paper - External Examination.

Human Resource Management
Part - A

Short Answer Questions

1. Human Resource Management
2. Role of Globalization in HR
3. Job Analysis
4. Recruitment and Selection
5. Training and Development
6. employee orientation
7. Industrial Relations
8. Role and Contents of standing orders
9. Performance Appraisal
10. Organization Climate

= 20 Marks.

Part - B

Long answer Questions:

5*12= 60 Marks.

1. A. Explain Personnel Management vs. Human Resource Management - Strategic Management Approach
(OR)
B. Explain Functions of Human Resource Management & Managerial and operative role of Human Resource Management.
2. A. Explain Human Resource Planning and Alignment and Placement - Induction and Orientation. Line and Staff
(OR)
B. Explain the terms Job Design, Job Description, Job Specification and Job Evaluation, Job- Restructuring - Job Rotation.
3. A. Explain Employee Training and Retraining - Assessing Training Needs and Designing Training Programmes.
(OR)
B. Explain An overview on employee orientation and Role, Significance and Impact of Career Planning.

CHIEF MAN
BOS IN BUSINESS MANAGEMENT
OSMANIA UNIVERSITY
HYDERABAD - 500 007. (A.P.)

HEAD
Dept. of Business Management
Osmania University,
Hyderabad - 500 007.

4. A. Explain Principles and guidelines for effective handling of Industrial Disputes and Industrial Relations
(OR)

B. Explain Role and Contents of standing orders – Labour Relations and Collective Bargaining Employee Health and Safety.

5. A. Explain Methods and needs for Performance Appraisal and its impact on HRM
(OR)




B. Explain Components of Organization Culture, Quality of Work Life – Determinants of quality of work life and Impact of QWL.

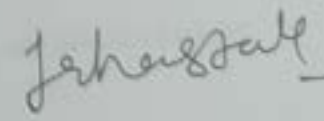

B. C. K. SRINIVAS
BOS IN BUSINESS MANAGEMENT
OSMANIA UNIVERSITY
HYDERABAD - 500 007. (A.P.)


HEAD
Dept. of Business Management
Osmania University,
Hyderabad - 500 007.

HINDI MAHAVIDYALAYA
(AUTONOMOUS)
2-1-569, O.U ROAD, Nallakunta, Hyderabad - 500044.
Ph: 040 - 65145529, Tele-Fax: 040-27616330
www.hindimahavidyalaya.org Email: info@hindimahavidyalaya.org

Industry Experts Details

1. Mr. Subramanyam Vadali, MBA, ICWA, CISA
Chief Cost Management Accountant,
Ramoji Film City, Hyderabad.
Cont No: 9392432224. 
2. Dr. G. Surender Reddy, M.Tech (Indl. Mgt), PGDPEM, LL.B, CAIIB, PGDIPR.
→ Consultant & Advisor,
Butterfly Fields.
→ Advisor,
IDBI Bank Ltd.
→ Consultant,
Core software solutions,
Hyderabad. 
Cont No: 9963471515.
3. Mr. P. Ramchander Rao,
M. D.
APITCO Limited,
Hyderabad. 
Cont No: 9866512517
4. Chakravarthi Anand, M.Sc, MA, CAIIB(IIB), MBA, (Ph.D)
Retd. Dy. General Manager,
IFCI Ltd,
Saifabad, Hyderabad.
Cont No: 9848422077.


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



TIME: 3 Hours

SUBJECT & PAPER No.: Financial Accounting: BBS04
B.B.A II YEAR- SEMESTER- II

Faculty of Management

Email: shobana@osmaniauniversity.edu.in

HANU MAHANTHALAYA
(AUTONOMOUS)

2-1-568, O.U. ROAD, NALIGANDA,
HYDERABAD - 500044

Ph: 040 - 65145523, Tele Fax: 040-27916330

Website: www.osmaniauniversity.edu.in

attempt any Five of the following Short Answer Questions: **SECTION - A** Max. Marks: 80 Marks.

(5*4=20M)

1. Define Accounting.
2. What do you mean by Money Measurement concept?
3. What is Journal?
4. What is meant by Term Debit?
5. What do you mean by Trial Balance?
6. Define Goodwill.
7. What are the Profitability Ratios?
8. What do you mean by Stock Turn Ratio?
9. Write the abbreviation of IFRS.
10. Give the meaning of GAAP.

SECTION - B

(5*12=60M)

Answer all the Essay Questions with Internal choice

11. A. Define Financial Accounting. Explain the role of accounting information in decision making?
OR
B. Explain the concepts and conventions of Financial Accounting.

12. A. What is Ledger? Explain the features and advantages of ledger.
OR
B. Enter the following transactions in the Journal and post them in Ledger.

2014	January	Particulars	Debit	Credit
2		Furniture purchased for cash Rs. 20,000		
5		Partnership owed Rs. 1,500. He sent a cheque which was paid into bank the same day for Rs. 1,450 in full settlement.		
9		Goods purchased for Rs. 16,000		
15		Sold goods for Rs. 25,000		

13. A. State the objectives of trading account and profit & loss account.

OR

B. Prepare final accounts from the following Trial Balance and other adjustments.

SS

Shobana

Sheela

Particulars	Debit(Amount)	Credit(Amount)
Machinery	78,000	
Furniture	2,000	
Capital		1,00,000
Purchases and Sales	60,000	1,27,000
Return	1,000	750
Stock	30,000	-
Discount	425	800
Debtors and Creditors	45,000	25,000
Salaries	7,550	-
Wages	10,000	-
Carriage outwards	1,200	-
Provision for bad debts	-	525
Rent	10,000	-
Advertisement	2,000	-
Cash	6,900	-
	2,54,075	2,54,075

Adjustments:

- 1) Closing Stock Rs. 34,220
- 2) Provision for bad debts is to be kept at Rs. 600
- 3) Allow interest on capital at 10% p.a.
- 4) Depreciate machinery by 10% and furniture by 5%
- 5) Outstanding Salary Rs. 550

14. A. What do you understand by meaning of Financial Ratio?

OR

B. What are the Guidelines or precautions for use of Ratios?

15. A. Discuss Generally Accepted Accounting Principles?

OR

B. What are the objectives of IFRS?

SB

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HYDERABAD - 500 007. (A.P.)



HINDI MAHAVIDYALAYA
(AUTONOMOUS)
2-1-569, O.U ROAD, Nallakunta, Hyderabad - 500044.
Ph: 040 - 65145529, Tele-Fax: 040-27616330
url: www.hindimahavidyalaya.org Email:-info@hindimahavidyalaya.org

Faculty of Management
B.B.A II YEAR- SEMESTER- II

SUBJECT & PAPER No: Human Resource Management: BB305

TIME: 3 Hours

Max. Marks: 80 Marks.

Part - A

Short Answer Questions

1. Human Resource Management
2. Role of Globalization in HR
3. Job Analysis
4. Recruitment and Selection
5. Training and Development
6. employee orientation
7. Industrial Relations
8. Role and Contents of standing orders
9. Performance Appraisal
10. Organization Climate

5*4= 20 Marks.

Part - B

Long answer Questions:

5*12= 60 Marks.

11. A. Explain Personnel Management vs. Human Resource Management - Strategic Management Approach

(OR)

B. Explain Functions of Human Resource Management & Managerial and operative role of Human Resource Management.

12. A. Explain Human Resource Planning and Alignment and Placement - Induction and Orientation. Line and Staff

(OR)

B. Explain the terms Job Design. Job Description, Job Specification and Job Evaluation, Job- Restructuring - Job Rotation.

13. A. Explain Employee Training and Retraining - Assessing Training Needs and Designing Training Programmes.

(OR)

B. Explain An overview on employee orientation and Role, Significance and Impact of Career Planning.

14. A. Explain Principles and guidelines for effective handling of Industrial Disputes and Industrial Relations

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(OR)

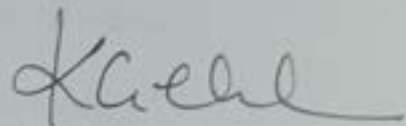
B. Explain Role and Contents of standing orders – Labour Relations and Collective Bargaining Employee Health and Safety.

15. A. Explain Methods and needs for Performance Appraisal and its impact on HRM
(OR)

B. Explain Components of Organization Culture, Quality of Work Life – Determinants of quality of work life and Impact of QWL



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HYDERABAD - 500 007. (A.P.)



HINDIMAHAVIDYALAYA
(AUTONOMOUS)
2-1-569, O.U. ROAD, Malakunta, Hyderabad - 500044.
Ph: 040 - 65145529, Tele: # ac:040-27816330
url: www.hindimahavidyalaya.org Email: info@hindimahavidyalaya.org

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B.B.A II YEAR- SEMESTER- I

TIME: 3 Hours

SUBJECT & PAPER No: Introduction to Information Technology: BB306
Max. Marks: 80 Marks.

SECTION -A

Attempt any Five of the following Short Answer Questions: (5*4=20Marks)

1. Define Computer Systems. Differentiate between hardware and software.
2. What is meant by Network? Explain various types of network.
3. Explain the terms Data, Information, Knowledge & Wisdom.
4. Define DBMS. What are the advantages & disadvantages of DBMS?
5. Define Multimedia. Explain the Multimedia devices.
6. Explain the Business Applications of Multimedia.
7. Explain the terms Internet, Servers, Search engines, WWW and Website.
8. Explain the Security Issues in Internet.
9. Explain the use of audio and video Conferencing in corporate.
10. Explain the Database applications.

SECTION- B

Answer all Essay questions with internal choice: (5*12=60M)

11. a. What is meant by Operating System? Explain its types.
OR
b. Explain both Physical Communication Media models.
12. a. Define IS. Explain MIS with considering any case.
OR
b. Explain the use of DSS, Expert Systems and Executives Information Systems (EIS) in business world.
13. a. Explain the various Multimedia Audio and Video Formats.
OR
b. Explain Compression/ Decompression issues in multimedia.
14. a. Explain Internet Addressing and architecture.
OR
b. Explain e-commerce and m-commerce with example.
15. a. Explain the wireless communications in details: Blue tooth, WIFI, Wi Max, RFID and VLANS.
OR
b. Explain the Use of Spreadsheets for office and spread sheet applications.

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Osmania University,
Hyderabad - 500 007, (A.P.)

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HINDI MAHAVIDYALAYA
(AUTONOMOUS)
2-1-569, O.U ROAD, Nallakunta, Hyderabad - 500044
Ph: 040 - 65145523, Tele-Fax: 040-27616330
url: www.hindimahaavidyalaya.org Email: info@hindimahaavidyalaya.org

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B.B.A II YEAR- SEMESTER- II

SUBJECT & PAPER No: Financial Management ; BB404

TIME: 3 Hours

Max. Marks: 80 Marks.

SECTION - A

Answer any Five of the following Short Answer Questions:

(5*4=20M)

1. Define Profit Maximization.
2. What is Shareholders Wealth Maximization?
3. Define Annuity?
4. What do you understand by "Discounting"?
5. What is Certificate of Deposit?
6. What are Commercial Papers?
7. What is Cash Management?
8. What is Inventory Management?
9. What is diversifiable risk?
10. What do you understand by discount bond?

SECTION - B

Answer all the Essay Questions with internal choice

(5*12=60M)

11. A. Explain how the scope of finance function has changed over time?
OR
B. What are the major types of financial management decisions that business firms take? Briefly explain each.

12. A. Explain the Concept of Time Value of Money and its Rationale of Time Preference for Money.
OR

B. From the following information, calculate the present value at 10 per cent interest rate.

Year	0	1	2	3	4	5
Cash Inflow (Rs.)	2,000	3,000	4,000	5,000	4,500	5,500

13. A. Discuss in detail the different types of debentures.
OR

B. What is equity share capital? Give the features.

14. A. What is Working Capital? Explain the Concepts and determinates of Working Capital.
OR

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the finance department of a corporation provides the following information,

- (1) The carrying costs per unit of inventory are Rs. 10.
- (2) The fixed costs per order are Rs. 20.
- (3) The number of units required is 30,000 per year.

Determine the Economic Order Quantity (EOQ), the total number of orders to be placed in year and the time gap between two orders.

15. A. Briefly explain the relationship between bond value, required rate of return and coupon rate?

OR

B. ABC Company requested you to compute expected return with following information.

State of Economy	Normal	Recession	Boom
Rate of Return (%)	15	16	21
Probability	0.2	0.4	0.4



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HINDI MAHAVIDYALAYA
(AUTONOMOUS)
2-1-589, O.U ROAD, Nallakunta, Hyderabad - 500044.
Ph: 040 - 65145529, Tele-Fax: 040-27616330
url: www.hindimahavidyalaya.org Email: info@hindimahavidyalaya.org

Faculty of Management
B.B.A II YEAR- SEMESTER- IV
SUBJECT & PAPER No.: Marketing Research: BB405

TIME: 3 Hours

Max. Marks: 80 Marks.

Answer any Five of the following Short Answer Questions:

SECTION - A

(5*4=20M)

1. Define Marketing Research.
2. What is Research process?
3. Define Marketing Information?
4. What is Data Collection ?
5. What is Measurement and scaling?
6. What are Types of Scales?
7. What is Sampling?
8. What is Data Analysis?
9. What is Factor Analysis?
10. What is Regression analysis ?

SECTION - B

Answer all the Essay Questions with internal choice

(5*12=60M)

11. A. Explain how the Nature and Scope of Marketing Research and Role of Marketing Research in Decision Making?
OR
B. Explain Research process and Steps in the Research Process; Designing the Research Proposal.
12. A. Explain the Concept of Survey Vs. Observations and Comparison of self administered.
OR
B. Explain Depth Interviews focus groups and projective techniques; Questionnaire-form & design
13. A. Discuss in detail the difference between Advantages & Disadvantages of Secondary Data.
OR
B. Explain Criteria for evaluating secondary sources, Secondary sources of data in Indian Context.
14. A. Explain Concept of measurement and scaling?
OR

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- B. Explain Thurstone's, Likert's, Semantic differential, Reliability and validity of a scales.
5. A. Briefly explain Sampling techniques and determination of sample size?

OR

- B. Explain Z test (mean, diff. of mean, diff. of proportion) t test (mean), paired t test, Chi square test. Introduction to theoretical concept of ANOVA, Factor Analysis and Regression analysis.



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HINDI MAHAVEER VIDYALAYA
(AUTONOMOUS)
2-1-65B, O.J. ROAD, Mulakunta, Hyderabad - 500044
Ph: 040 - 65145529, Tele-Fax: 040-27616326
url: www.hindimahaveervidyalaya.org Email: info@hindimahaveervidyalaya.org

Faculty of Management
B.B.A II YEAR- SEMESTER- IV

SUBJECT & PAPER No: Business Ethics & Corporate Governance- IB-606
Max. Marks: 80 Marks.

TIME: 3 Hours

SECTION - A

Any five of the following Short Answer Questions:

(5*6=30M)

1. Define Business ethics
2. What are different Ethical theories?
3. What is corporate governance
4. What is Quality
5. What is Discrimination
6. what is Affirmative action.
7. What is Preferential hiring
8. What is Corporate social responsibility
9. What is Corporate disclosure
10. What is insider trading

SECTION - B

Answer all the Essay Questions with Internal choice

(5*12=60M)

11. A. Explain how ethical problems occur in business. & what are Ethical principles in business?
OR
B. Explain in detail of rights and responsibilities alternative to moral principles & Profit maximization vs. social responsibility
12. A. What are concept, Need to improve corporate governance standards, Features of good governance - Explain each briefly
OR
B. Explain Composition and role of Board, Outside Directors on the board (independent, nominee) in the corporate governance
13. A. Explain Role of auditors in enhancing corporate governance?
OR
B. Explain Briefly SEBI clause 49, directors and financial institutions in enhancing corporate governance, critical issues in governance of board directors, CEO Duality.
14. A. Write a brief note on Discrimination, affirmative action, and reverse discrimination?
OR
B. Explain Equal employment opportunity, Affirmative action, Preferential hiring?
15. A. Explain briefly Evolution of corporate social responsibility?
OR
B. Write a brief note on measuring business social performance, reporting social responsibility measures in annual reports.

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HYDRABAD - 500 002, U



HINDI MAHAVIDYALAYA
(AUTONOMOUS)
2-1-569, O.U ROAD, Nallakunta, Hyderabad - 500044.
Ph: 040 - 65145529, Tele-Fax: 040-27616330
url: www.hindimahavidyalaya.org Email: info@hindimahavidyalaya.org

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B.B.A II YEAR

SKILL ENHANCEMENT COURSE - MODEL PAPER
III & IV SEMESTER (NEW) EXAMINATION, 2017

Internal Exam

(Max Marks - 10)

- a) 10 bits Multiple Choice Question $10 \times \frac{1}{2} = 5$ Marks
- b) Fill in the blank $10 \times \frac{1}{2} = 5$ Marks

University Examination

External Exam

(Max Marks - 40)

PART - A

Answer all questions (Short Answer Type)

(5x2 = 10 Marks)

1. a)

b)

PART - B

Essay Answer Type

(2x15 = 30 Marks)

2. a)

OR

b)

3. a)

OR

b)

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2-1-669, O.U. ROAD, NARASIMPOUR,
 (AUTONOMOUS)
 HYDRABAD - 500044.
 www.osmiauniversity.ac.in

BBA - EXTERNAL EXAMINERS PANEL - III/14

Sl. No. of the member.	Designation.	Subjects.	Contact No.	E-Mail Id.
1. L. Subhara Rao MBA, Ph. D	Professor, IPE, Shamsherpeta, Rangareddy Dist	Finance	96529179 42	
2. G. Srikanth MBA	Asst. Professor, Global Institute of Management.	HR	81210401 00	gmsrikanth@gmail.com
3. Sain Srinivas, MBA, M. Phil (Statistics)	Associate Professor, Holy Mary Degree College, SR nagar, Hyderabad.	Business Statistics Economics	98668192 99	Sain56@gmail.com
4. Mrs. K. Srilekha MBA	Assistant professor, Pulla Reddy Institute of Technology, Medak Dist.	Marketing & Finance	91774240 13	srilekha.kodakalya@gmail.com
5. Mr. Sudheep MBA	Asst. Professor, Omega P G College, Hyderabad.	Finance	94929212 2	sudheep.chinnabathuni@gmail.com
6. Mr. K. Madhu Bahu MBA, M. Sc.	Asst. Professor, Omega P G College, Hyderabad.	Business Statistics	78932198 00	K.madhubathuni@gmail.com
7. Mr. MD. Hafeez, MBA	Asst. Professor, Omega P G College, Hyderabad.	Marketing & HR	86865806 68	mdabdt.hafeez@gmail.com
8. Dr. B. Ratnam Reddy MBA, Ph. D	Professor & Director, Ratan Global School Management, Toopran.	Marketing & HR	87905490 70	contact@rgbs.in

→ Mrs. AV Swathi
 → POM
 → Hafeez
 → (P.M.)
 → Padmaja B. J. Padmaja (P)

9963087182
 Omega P G College
 S.R. Nagar
 V.V.D
 Omega P G College
 Head
 Dept. of Business Management
 Osmia University
 Hyderabad - 500007



HINDI MAHAVIDYALAYA
(AUTONOMOUS)

2-1-559, O.U ROAD, Nallakunta, Hyderabad - 500044.

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

www.hindimahavidyalaya.org Email: info@hindimahavidyalaya.org

Industry Experts Details

1. Dr. G. Surender Reddy, M.Tech (Inds. Mgt), PGDPEM, I.L.B. CAJIB, PGDPR.
→ Consultant & Advisor,
Butterfly Fields.
→ Advisor,
IDBI Bank Ltd.
→ Consultant,
Core software solutions,
Hyderabad.
Cont No: 9963471515.

2. Mr. P. Ramchander Rao,
M. D.
APITCO Limited,
Hyderabad.
Cont No: 9866512517

3. Chakravarthi Anand, M.Sc, MA, CAJIB, M.M. (Ph.D)
Retd. Dy. General Manager,
IFCI Ltd,
Saifabad, Hyderabad.
Cont No: 9848422077.

Dr. Uma Kompalli
Principal,
HMV.



HINDI MAHAVIDYALAYA
(AUTONOMOUS)
2-1-569, O.U ROAD, Najafpura, Hyderabad - 500044.
Ph: 040 - 65145529, Tele-Fax: 040-27616330
url: www.hindimahavidyalaya.org _Email: info@hindimahavidyalaya.org
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B. B. A II YEAR

SKILL ENHANCEMENT COURSE - MODEL PAPER
III & IV SEMESTER (NEW) EXAMINATION, 2017

Internal Exam

(Max Marks - 10)

- a) 10 bits Multiple Choice Question 10 x ½ = 5 Marks
- b) Fill in the blank 10x ½ = 5 Marks

University Examination

External Exam

(Max Marks - 40)

PART - A

Answer all questions (Short Answer Type)

(5x2 =10 Marks)

- 1. a) What are the types of the reports
- b) Types of Business Letters
- c) Types of Communications
- d) Interview & Group Discussion
- e) Body Language

PART - B

Essay Answer Type

(2x15 =30 Marks)

- 2. a) Explain the 10 Strategies for the better time management
- OR
- b) Explain Interview Evaluation parameters

- 3. a) Explain the theories of personality
- OR
- b) Explain the importance of psychometric testing



HINDI MAHAVIDYALAYA
(AUTONOMOUS)
2-1-569, O.U ROAD, Nallakunta, Hyderabad - 500044.
Ph: 040 - 65145529, Tele-Fax: 040-27616330
www.hindimahavidyalaya.org Email: info@hindimahavidyalaya.org

BBA - EXTERNAL EXAMINERS PANEL - V-VI

S. No.	Name of the faculty member.	Designation.	Subjects.	Contact No.	E-Mail id
1	Dr. A. L. Nageshwara Rao MBA, Ph. D	Professor, IPE, Shameerpet, Ranga Reddy Dist	Finance	965291794 2	
2	Mr. G. Srikanth MBA	Asst. Professor, Global Institute of Management.	HR	812104010 0	gunishetty@gmail.com
3	Mr. Saini Srinivas, MBA, M. Phil. (Statistics)	Associate professor, Holy Mary Degree College, SR nagar, Hyderabad.	Business Statistics, Economics	986681929 9	
4	Mrs. K. Srilekha MBA	Assistant professor, Pulla Reddy Institute of Technology, Medak Dist.	Marketing & Finance	917742401 3	srilekha.kudikala@gmail.com
5	Mr. Sudeep MBA	Asst. Professor, Omega P G College, Hyderabad.	Finance	949292122 1	subeep.chinnabathini@gmail.com
6	Mr. K. Madhu Babu MBA, M. Sc.	Asst. Professor, Omega P G College, Hyderabad.	Business Statistics	789321980 0	
7	Mr. Vidhyananad, MBA	Asst. Professor, VKPGS, Hyderabad.	Marketing & HR	944051007 4	
8	Dr. B. Ratan Reddy MBA, Ph. D	Professor & Director, Ratan Global School Management, Toopran.	Marketing & HR	879054907 0	contact@rgbs.in

9. Saini Srinivas
Asst. Professor
Holy Mary Degree
and PG College
S.R. Nagar
Finance
9866819299
Business
Analyst

10. A.V. Swathi
Asst. Professor
Holy Mary Degree
and PG college
S.R. Nagar
HR
9963087118