

CSSR & SRRM DEGREE & PG COLLEGE

(Autonomous)

Kamalapuram - 516289, Kadapa, A.P.



**Board of Studies
Minutes of the Meeting -II
AY: 2024-25
Department of Business Studies**

Dated: 26th December 2024

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2. Agenda & Minutes of Meeting
3. Course Structure
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AGENDA

1. To approve the course structure, Continuous Internal Assessment (CIA), and Semester End Examination (SEE) Patterns.
2. To approve course outcomes, revised syllabus, blue print, Model Question Paper, for the following subjects.
 - (i) **Principles of Management (Major Paper-III)** for I Year, Semester -II B.B.A. Honours for the academic year 2024-2025.
 - (ii) **Business Economics (Major Paper-IV)** for I Year, Semester -II B.B.A. Honours for the academic year 2024-2025.
 - (iii) **Fundamentals of Marketing - (Minor Paper-I)** for I Year, Semester - II, B.B.A. Honours in the academic year 2024-25
3. To approve other academic activities of the department,
4. Any discussions with approval of the chair.

RESOLUTIONS

In BoS meeting, all the panel members have discussed and unanimously approved the following agendas:

1. The members of BoS Unanimously approved B.B.A. Honours and made major modifications as mentioned below. Also, the panel approved to teach the Principles of Management and Business Economics as a Major papers and Fundamentals of Marketing as a minor paper in B.B.A 1st year semester-II.
2. The Members also approved the pattern of course structure, Continuous Internal Assessment, and Semester End Pattern, course outcomes, revised syllabus, Blue Print, Model Question Paper.
3. The panel members suggested to conduct more academic activities for students like Add on Courses/Value Added Courses/Field Visits.
4. Industrial visits, Guest Lecturers, etc., Participation in Student related Fests,

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I BBA Honours: Semester-II-Course Structure

Title of Paper	Course Code	No. Hours/ week	Credits	CIA	SEE	Total
Principles of Management	BBA201	5	4	30	70	100
Business Economics	BBA202	5	4	30	70	100
Fundamentals of Marketing	BBA203	5	4	30	70	100

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Continuous Internal Assessment:

In each semester, for every subject there are two Internal Examinations with 30 marks each and time duration of 1 Hour. The Thirty marks are divided as:

Sl. No.	Name of the Activity	Marks Allotted
1	Internal Examination (Written Test)	20
2	Co Circular Activities: Seminar/Assignment/Group Discussion	5
3	Extra Circular Activities: NSS/NCC/Sports/Clean & Green Activities/Community Services	5

Semester End Examinations:

The semester end examination is for 70 marks with the time duration of 3 Hours.

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MAJOR COURSE – III: PRINCIPLES OF MANAGEMENT

COURSE OUTCOMES

After Successful completion of this course, the student will be able to understand and gain the knowledge on

CO1: To outline the fundamental activities of managers

CO2: To explain the basic concepts, principles and theories of management

CO3: To examine the broad functions of management

CO4: To comprehend the contemporary issues and challenges in the field of management

CO5: *To understand various control techniques practiced at organizations*

SYLLABUS

UNIT-I: INTRODUCTION TO MANAGEMENT

Definition – Nature, process and significance of management. Role of managers – Managerial Skills and Roles. Schools of Management Thought, Management as a Science or Art - Management as a profession, Administration and Management. Functions of Management. Contemporary Issues and Challenges in Management of 21st Century.

UNIT -II: PLANNING

Planning - Nature and Importance of Planning, Types of Plans- Levels of Planning. Steps in planning process, Making Effective Plans. Significance of Objectives, Management by Objectives (MBO). Decision making- Nature of decision making, Types of decisions, Decision Making Process.

UNIT -III: ORGANIZING

Organizing - Nature and purpose, Principles of Organization, Types of Organization. Organizational Structure and Design – Line, Staff and functional authority, Conflict between Line and Staff – Overcoming the Line-Staff Conflict. Committees, Departmentation. Authority, Responsibility and Accountability, Principles of Delegation, process of delegation. Span of Control, Centralization Vs. Decentralization, Factors determining the degree of Decentralization of authority.

UNIT -IV: STAFFING AND DIRECTING

Staffing - Nature and Purpose of Staffing, Importance of staffing. Components of Staffing, Manpower planning, Recruitment and Selection. Directing – Nature of Directing function. Concept of Motivation, theories of Motivation- Maslow's theory of Need Hierarchy and Herzberg's Dual. Factor theory, Motivating people at work. Communication skills for directing, Barriers in communication.

UNIT -V: CONTROLLING

Controlling - Concept, Nature and Importance, Essentials of Control. Requirements of an effective Control System, Techniques of Managerial control. Behavioral Implications of Control.

Reference Books:

1. Koontz, H., & Weihrich, H. Essentials of Management, McGraw Hill Publishers.
2. Gupta, R.S., Sharma, B.D., & Bhalla. N.S. Principles & Practices of Management. New Delhi, Kalyani Publishers.
3. L M Prasad, Principles and Practices of Management, Himalaya Publishing House
4. Rao, P.S. Principles of Management, Himalaya Publishing House.

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MAJOR COURSE – IV: BUSINESS ECONOMICS

COURSE OUTCOMES

After Successful completion of this course, the student will be able to understand and gain the knowledge on

CO1: Understand the concept of economics and its relevance to business.

CO2: Comprehend the concept of Demand analysis for making important business decisions

CO3: Learn to apply the concepts of cost and Break-even analysis and learn various theories on production.

CO4: Understand concepts of perfect competition and monopoly for fixation of prices.

CO5: Understand the international business scenario and concepts of BOP

SYLLABUS

Unit-I: INTRODUCTION

Meaning and Definitions of Business Economics - Nature and Scope of Business Economics -Micro and Macro Economics and their Interface.

UNIT-II: DEMAND ANALYSIS

Meaning and Definition of Demand, Determinants to Demand. Demand Function, Law of Demand, Demand Curve, Exceptions to Law of Demand. Elasticity of Demand, Measurement of Price Elasticity of Demand.

UNIT – III: PRODUCTION, COST AND REVENUE ANALYSIS

Concept of Production Function, Law of Variable Proportion, Law of Returns to Scale. Concept of Total Revenue, Average Revenue and Marginal Revenue. Classification of Costs, Break -Even Analysis, applications of Break- Even analysis.

UNIT-IV: MARKET STRUCTURE

Concept of Market – Classification of Markets. Perfect Competition–Characteristics, Equilibrium Price, Monopoly – Characteristics, Equilibrium under Monopoly.

UNIT-V: NATIONAL INCOME AND STRUCTURAL REFORMS

Concepts of National Income- Definition, Measurement of National Income. Trade cycles – Meaning, Phases. Benefits of International Trade, Balance of Trade, Balance of Payments. Concepts of Economic liberalization, Privatization, Globalization. WTO- Objectives, Functions.

Reference Books:

1. Aryasri and Murthy- Business Economics - Tata Mc GrawHill.
2. H.L Ahuja - Business Economics - Sultan Chand & Sons.
3. S.Sankaran - Business Economics – Margham Publications.
4. P.C.Chopra - Business Economics –Kalyani Publications.
5. Deepasree - Business Economics - Himalaya Publishing House.

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MINOR COURSE – I: FUNDAMENTALS OF MARKETING

COURSE OUTCOMES

- CO1:** To enhance students' knowledge as regards to basics of marketing.
- CO2:** To make the students the need and importance of market segmentation, targeting and positioning.
- CO3:** To make students to understand the steps involved in developing a marketing plan.
- CO4:** To develop practical insights into application of marketing concepts.
- CO5:** To make students Know the recent trends in marketing.

SYLLABUS

UNIT 1: INTRODUCTION TO MARKETING:

Marketing - Definition, Evolution, core concepts, Marketing v/s Selling, Role of a Marketing Manager in the current scenario, Marketing Environment – Internal and External Environment. Marketing Mix elements; Marketing Process.

UNIT 2: SEGMENTING, TARGETING AND POSITIONING (STP):

Market segmentation, Meaning, its benefits, Bases for segmenting Consumer market and Industrial market, Market Targeting, Patterns of Targeting, Product positioning concept Positioning strategies.

UNIT-3: PRODUCT AND PRICING:

Concept, Levels of Products – core benefit, basic product, expected product, augmented product and potential product, Product Life Cycle - concept, stages. Pricing: Meaning, Objectives, Pricing Strategies - Skimming pricing, Penetration pricing and psychological pricing.

UNIT-4: PLACING AND PROMOTIONAL STRATEGIES:

Place-Need and importance of distribution, Factors influencing selection of distribution channel, Channels of Distribution. Elements of Promotional Mix- Advertising, Publicity, Public Relations, Sales Promotion, Personal Selling and Direct Marketing.

UNIT-5: Recent Trends in Marketing:

Green Marketing - Meaning, Importance, Use of Information Technology in marketing practices – Virtual marketing, E-buying behavior. Digital Marketing- Meaning and Importance.

Reference Books:

1. Philip Kotler, Marketing Management, Pearson Education.
2. W.J. Stanton, Michael J. Etzel & Bruce J. Walker, Fundamentals of Marketing, McGraw Hill International.
3. Ramaswamy V.S. & Namakumari S, Marketing Management: Global Perspective – Indian Context, Macmillan.
4. Tapan K Panda, Marketing Management, Excel Books.

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Major Paper-III Principles of Management
Major Paper-IV: Business Economics
Minor-I-Paper- Fundamentals of Marketing

BLUE PRINT

Duration: 3 Hrs.

Total Marks: 70

SECTION-A

Answer any Five questions. Each question carries 4 Marks.

5×4 = 20 M

Topics	Questions Given	Allotted Marks
UNIT-1	1	4
	2	
UNIT-2	3	4
	4	
UNIT-3	5	4
	6	
UNIT-4	7	4
	8	
UNIT-5	9	4
	10	

SECTION-B

Answer ALL the Questions. Each question carries 10 MARKS.

5×10 = 50 M

Topics	Questions Given	No. of Questions to be Answered	Allotted Marks
UNIT-1	11	1	10
	12		
UNIT-2	13	1	10
	14		
UNIT-3	15	1	10
	16		
UNIT-4	17	1	10
	18		
UNIT-5	19	1	10
	20		

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Major Paper-III: Principles of Management

MODEL QUESTION PAPER

Time: 3Hrs

Max. Marks: 70 Marks

PART A: 5 x 4 = 20 Marks
Answer any FIVE of the following.
Each question carries 4 marks.

1. Process of management.
2. Administration Vs Management.
3. Levels of planning.
4. Types of decisions.
5. Span of control.
6. Advantages of centralization.
7. Nature of directing.
8. Importance of staffing.
9. Advantages of controlling.
10. Nature of controlling.

PART B- (5 x 10 = 50 marks)
Answer ONE question from each unit
Each question carries 10 marks.

Unit-I

11. Describe the schools of Management Thought.
or
12. Define Management and explain the differences between Administration and Management

Unit-II

13. What are the different steps in Management by Objectives (MBO)?
or
14. What are the various steps in planning process?

Unit-III

15. Explain the advantages and disadvantages of line and staff organization.
or
16. What are the factors influencing the determination of degree of Decentralization?

Unit-IV

17. What is manpower planning? Explain its objectives.
or
18. Explain the Maslow need hierarchy theory of motivation elaborately.

Unit-V

19. What are the various techniques of managerial control?
or
20. Explain the various essentials of effective controlling.

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Major-Paper-IV: BUSINESS ECONOMICS

MODEL QUESTION PAPER

me: 3Hrs

Max. Marks: 70 Marks

PART A: 5 x 4 = 20 Marks
Answer any FIVE of the following.
Each question carries 4 marks.

1. Macroeconomics.
2. Nature of business economics
3. Elasticity of demand.
4. Demand function.
5. Average revenue.
6. Marginal revenue.
7. Classification of markets.
8. Market structure.
9. Globalization.
10. Balance of trade.

PART B- (5 x 10 = 50 marks)
Answer ONE question from each unit
Each question carries 10 marks.

UNIT-I

11. Define business economics and explain its scope.
or
12. What are the differences between Micro Economics and Macro Economics?

UNIT-II

13. What are the various types of price elasticity of demand? Explain.
or
14. Define demand and elucidate the demand determinants.

UNIT-III

15. Explain the law of variable proportions with exceptions.
or
16. What are the uses of Break – even analysis?

UNIT-IV

17. Explain the equilibrium price under perfect competition in the short run and long run.
or
18. Define monopoly and explain its characteristics.

UNIT-V

19. What are the different phases in the Trade Cycles?
or
20. Describe the objectives and functions of WTO.

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Minor Paper-I: Fundamentals of Marketing

MODEL QUESTION PAPER

Time: 3Hrs

Max. Marks: 70 Marks

PART A: 5 x 4 = 20 Marks
Answer any FIVE of the following.
Each question carries 4 marks.

- Define Marketing.
- Marketing mix.
- Market segmentation.
- Market targeting.
- Levels of products.
- Pricing objectives.
- Types of channels.
- Sales promotion.
- Green marketing.
- Digital marketing.

PART B- (5 x 10 = 50 marks)
Answer ONE question from each unit
Each question carries 10 marks.

UNIT-I

- 1. Explain concepts of marketing.
- or
- 2. Elucidate the internal and external marketing environment.

UNIT-II

- 3. Describe the basis of market segmentation.
- or
- 4. Define product. Explain product concepts and positioning strategies.

UNIT-III

- 5. What is meant by product life cycle? Explain the stage of PLC in detail.
- or

- 6. Explain pricing objective and strategies.

UNIT-IV

- 7. What are the channels of distribution? Explain importance of distribution.
- or

- 8. Explain elements of promotional mix.

UNIT-V

- 9. What are modern marketing methods?
- or

- 10. What is digital marketing? Explain importance of marketing.

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Panel of Question Paper Setters

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1	Dr. Balaji Assistant Professor Department of MBA SEA College of Engineering And Technology KR Puram Bangalore (Karnataka)	7780237065	Balajilachiever@gmail.com
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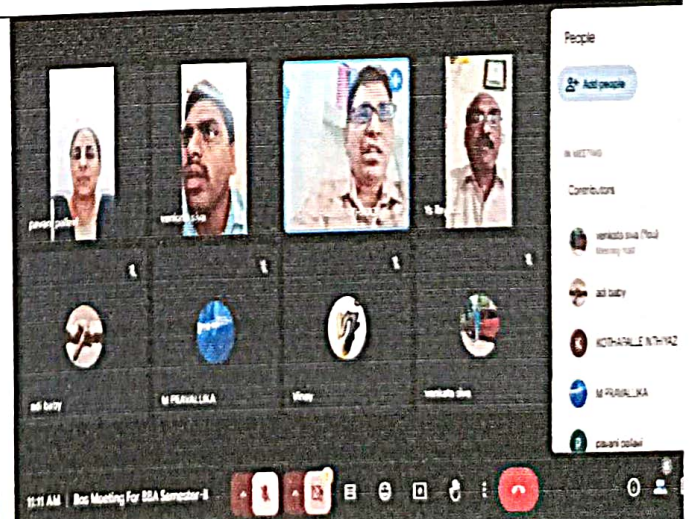
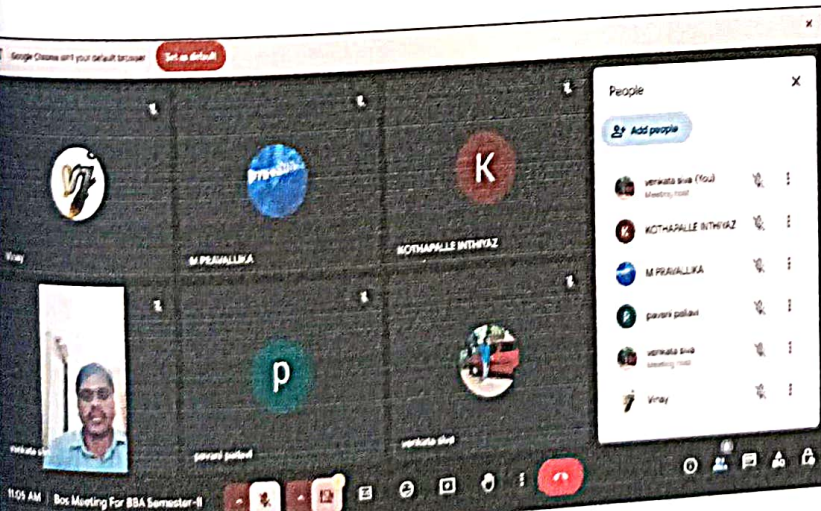
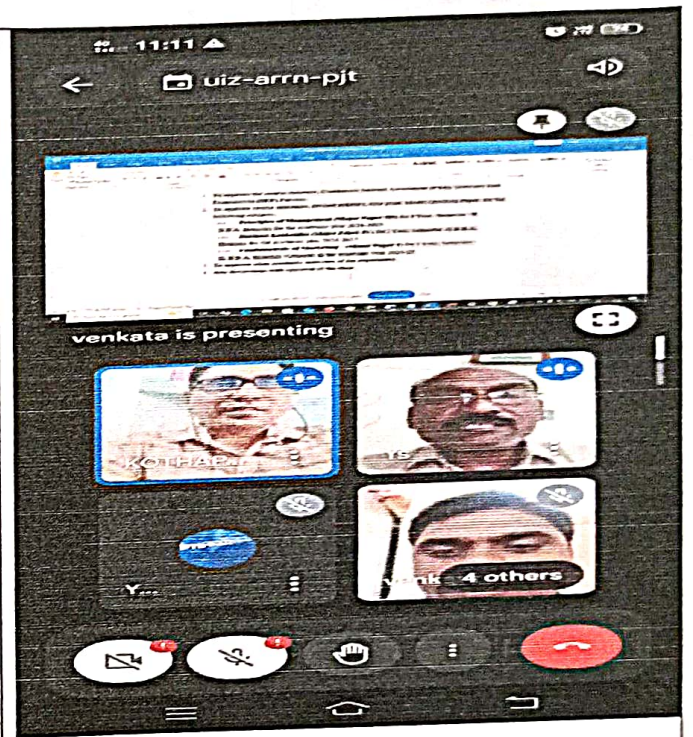
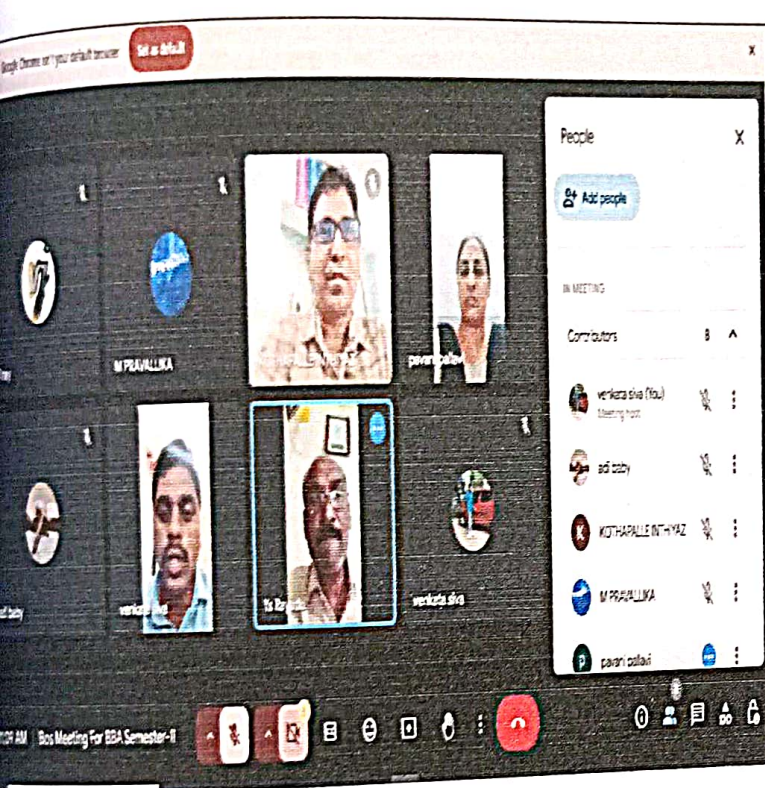
Panel of Examiners

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1	Smt. B. Venkata Lakshmi Assistant Professor Department of Humanities & Sciences (Management) KSRM College of Engineering Kadapa.	9951875710	Lakshmireddy.sl@gmail.com
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5	Dr. M. Vijaya Baskar Reddy Associate Professor Department of Humanities & Sciences (Management) KSRM College of Engineering Kadapa.	6302344096	Mvbredy1979@gmail.com
6	M. Khasim Peera Assistant Professor Annamacharya Institute of technology And Science (Autonomous) Kadapa.	9966367517	Khasim.mba2011@gmail.com
7	Dr. G. Ramanjaneyulu Associate Professor Annamacharya Institute of technology And Science (Autonomous) Rajampeta.	9391989091	g.ramanjaneyulu.mba@gmail.com

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BBA II Semester BoS Meeting Minutes-II Photos (2024-25)

Dated: 26th December 2024



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Recognized Under 2(f) & 12(B) of UGC Act 1956

13/521, Reddy Colony, Kamalapuram-516 289, Kadapa Dist. A.P.



Department of Business Studies

2024-2025

Members Present for the Board of Studies:

Name of the Faculty	Designation	Position In Bos	Signature
M. Venkata Siva	Head of the Department	Chairperson	M. Venkatasiva
Dr. Kothapalle Inthiyaz Department Of MBA Sri Sai Institute of Technology and Sciences Rayachoti, JMTUA Ananthapuram Phone: 9490375716 E-mail ID: inthiyaz2024@gmail.com	Associate Professor	Subject expert	Virtual Attended
Ms.M.Pavani Department Of MBA Sri Sai Institute Of Technology and Sciences Rayachoti,JNTU Ananthapuram	Assistant Professor	Subject Expert	Virtual Attended
Prof.Y.Subbarayadu Department Of Business management Yogi Vemana University Phone: +91 9440883050 E-Mail Id : ysrayudu2002@yvu.edu.in	Profesor	Subject Expert University Nominee	Virtual Attended
D.Venkata Siva Apis India pvt Ltd Ph : 9705726662	Industrialist	Member	Absent
Pavan Kumar Reddy Ph:8341596741	Alumni	Member	Absent