

Course Title: Management Science

Paper: UBBATC501

Total Marks: 100

Credit: 6

Internal Assessment: 20

Contact Hours: 45

External Examination: 80

Duration of Examination: 2 ½ hours

(For the Examinations to be held for Semester-V at undergraduate level under CBCS in December 2018, 2019 and 2020)

Objective:

To acquaint the students with basic concepts used in management science and how various tools can help in decision making.

UNIT I

Management Science – Historical Development; Nature and Characteristics; Linear Programming – Formulation of LPP, Assumptions; Solution of Maximization and Minimization problems using Graphical Method; Simplex Method

UNIT II

Decision Theory: Decision making situations – Decision making under certainty - Decision making under uncertainty: Payoff, Regret (Opportunity loss), Maximax criterion – Minimax criterion, Maximin criterion, Laplace criterion & Hurwicz alpha criterion – Decision making under risk: Expected Monetary Value (EMV) , Expected Opportunity Loss (EOL) , Expected Value of perfect information (EVPI)

UNIT III

Queuing Theory – General Structure of Queuing System; Operating Characteristics of queuing system; Queuing Models – Deterministic queuing model, probabilistic queuing model; Poisson – exponential single server model infinite population; Poisson – exponential, single – server Model – Finite population; Poisson – Exponential, Multiple Server Model – Infinite population.

UNIT IV

Theory of Games ; Game Models – Two Person Zero Sum Games – With Saddle Point and Without Saddle Point; Limitations of the Game Theory; Simulation – Introduction, Process, Merits and Demerits; Monte Carlo Simulation.

Note for Paper Setter:The paper shall consist of following:

Five (5) short questions of 3 marks each at least One from each Unit. (All Compulsory)(5*3=15)

Five (5) short questions of 7 mark each. (All Compulsory) (5*7=35)

Four/Five (4/5) long Questions Only Two (2) be attempted of 15 marks each at least One from each Unit. (2*15=30)

Suggested Readings

1. Quantitative Techniques in Management, ND Vohra, Tata McGraw Hill
2. Operation Research Techniques for management – V.K Kapoor, Sulthan Chand & Sons
3. Operations Research an Introduction – Taha, Prentice hall.

Course Title: Management Accounting

Paper: UBBATC502

Credit: 6

Contact Hours: 4

Duration of Examination: 2 ½ hours

Total Marks: 100

Internal Assessment: 20

External Examination: 80

(For the Examinations to be held for Semester-V at undergraduate level under CBCS in December 2018, 2019 and 2020)

Objective:

To develop knowledge and understanding of management accounting techniques to support management in planning, controlling and monitoring performance in a variety of business context

UNIT I

Introduction – Meaning, Nature, Objectives Scope and Function of Management accounting. Role of management accounting in decision making, Management accounting Vs Financial accounting Vs Cost Accounting

UNIT II

Ratio Analysis: Meaning, Importance and Limitations of Ratio Analysis Computation of Financial Ratios: Liquidity and Solvency Ratios, Proprietary and Debt Equity Ratios; Income and Financial Statement Ratios: Velocity or Movement or Turnover Ratios Return on Capital Employed; P/E Ratio, EPS, Payout, Ratio Analysis of DUPont Chart.

UNIT III

Working Capital Management; Nature of working capital; Need for working capital; Factors affecting Working Capital Requirement; Estimation of working capital requirement; **Funds Flow Statement and Cash flow Statement-** Changes in Working Capital, Sources and applications of funds, preparation of Funds Flow Statement and preparation of Cash Flow Statement.

UNIT IV

Budgeting: Meaning of Budget and Budgetary Control, Definition, Nature of Budget and Budgetary Control, Objective of Budget and Budgetary Control, Limitations of Budget and Budgetary Control, Steps in Budgetary Control; Types/ classification of Budgets. Preparation of Cash Budget, Sales Budget, Production Budget, Materials Budget, Capital Expenditure Budget and Master Budget, Advantages and Limitations of Budgetary Control.

Note for Paper Setter: The paper shall consist of following:

1. Five (5) short questions of 3 marks each at least One from each Unit. (All Compulsory)(5*3=15)
2. Five (5) short questions of 7 mark each. (All Compulsory) (5*7=35)
3. Four/Five (4/5) long Questions Only Two (2) be attempted of 15 marks each at least One from each Unit. (2*15=30)

Suggested Readings:

1. Khan M.Y. and Jain P.K., Management accounting, Tata McGraw Hill, New Delhi.
2. Charles T. Horngren, Introduction to management Accounting, Prentice Hall of India, New Delhi.
3. Horngren, Charles T., George Foster and Shrikant M. Daliar : Cost Accounting : A Managerial Emphasis, Prentice Hall, Delhi.
4. Pandey I. M. : Management Accounting, Vani Publication, Delhi.
5. Maheshwari : Principles of Management Accounting.

Course Title: Consumer Behaviour & Marketing Research

(Discipline Specific Elective)

Paper: UBBATE511

Credit: 6

Contact Hours: 45

Duration of Examination: 2 ½ hours

Total Marks: 100

Internal Assessment: 20

External Examination: 80

(For the Examinations to be held for Semester-V at undergraduate level under CBCS in December 2018, 2019 and 2020)

Objective:

The objective of the course is to help the students to understand and apply the concepts of consumer behavior in the business organizations

UNIT-I

Consumer Behaviour : Introduction and Overview of Consumer Behaviour, Consumer behavior and marketing management, Trends in Consumer Behaviour. Consumer Behaviour models- Howard Sheth Model, Engel-Kollat- Blackwell Model and Nikosia Model.

UNIT-II

Individual Determinants of Consumer Behaviour : Consumer Perception, Consumer Learning, Personality and Life Style, Attitude and Behaviour and Motivation.

UNIT-III

Social Process and Consumer Decision Making : Demographics, Social Class and Culture, Reference Group Influences, Consumer Decision Making Adoption and Diffusion of Innovation

UNIT-IV

Marketing Research : Concept, Difference between MR and MIS, Evolution and Growth of MR, Types and Role of MR, Components of MR, Marketing Research Process, Ethics in Marketing Research.

Emerging trends in Marketing Research.

Note for Paper Setter: The paper shall consist of following:

1. Five (5) short questions of 3 marks each at least One from each Unit. (All Compulsory) (5*3=15)
2. Five (5) short questions of 7 mark each. (All Compulsory) (5*7=35)
3. Four/Five (4/5) long Questions Only Two (2) be attempted of 15 marks each at least One from each Unit. (2*15=30)

Suggested Readings :

1. Suja R. Nair Consumer Behaviour and Marketing Research , Himalaya Publishing.
2. Suja R. Nair, Marketing Research, Himalaya Publishing.
3. Leon G. Schiffman and Leslie Lazar Kannuk, Consumer Behaviour, Pearson Prantice Hall.
4. [S. Sumathi](#), [P. Saravanavel](#), Marketing Research & Consumer Behaviour, Vikas Publishing House

Course Title: Advertising & Promotion

(Discipline Specific Elective)

Paper: UBBATE512

Total Marks: 100

Credit: 6

Internal Assessment: 20

Contact Hours: 45

External Examination: 80

Duration of Examination: 2 ½ hours

(For the Examinations to be held for Semester-V at undergraduate level under CBCS in December 2018, 2019 and 2020)

Objective:

To acquaint the students with the concepts and application of various tools of Advertising and Promotion.

UNIT I

Introduction to Advertising: Definition and Classification - Origin and Development of advertising - Role and functions of advertising - The Advertiser and the Advertising Agency interface- Steps in development of advertisement

Unit II

Advertising Design: Appeals, message strategies and executional framework: advertising design and theory - Types of advertising appeals - Structure of an advertisement - Creating an advertisement - Advertising effectiveness

Unit III

Media Planning and Strategies: Growth and importance of media - Meaning and role of media planning, media plan - Market analysis, media objectives - Developing and implementing media strategies, evaluating the effectiveness

Unit IV

Sales Promotion: Scope and role of sales promotion, Objectives of sales promotion, Sales promotion methods - Promotion mix - Advertisement - Message - Copy writing - Media strategy - Personal selling, significance and Process – Publicity, advantages and disadvantages .

Note for Paper Setter: The paper shall consist of following:

1. Five (5) short questions of 3 marks each at least One from each Unit. (All Compulsory)(5*3=15)
2. Five (5) short questions of 7 mark each. (All Compulsory) (5*7=35)
3. Four/Five (4/5) long Questions Only Two (2) be attempted of 15 marks each at least One from each Unit. (2*15=30)

Suggested Readings:

1. Advertising and Promotion, George e belch, Michael belch and Purani, Tata McGraw Hill, 2009
2. Advertising and Sales Promotion, S H H Kazmi and Satish K Batra, Excel books India, 2009
3. Advertising Principles and Practices, William Wells, John Burnett, Sandra Ernst Moriarty Prentice Hall, 2003
4. Advertising and Promotions, Kruti Shah, Tata McGraw Hill Education, 2009