



PITHAPUR RAJAH'S GOVERNMENT COLLEGE

Autonomous and NAAC Accredited with 'A' Grade (3.17 CGPA)

Opp. Mc Laurin High School, Raja Ram Mohan Roy Road, Kakinada 533001, Andhra Pradesh, India.

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Board of Studies

B Com and BBA (DM) 2022-23




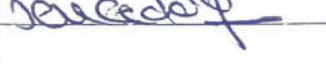





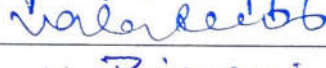
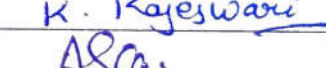
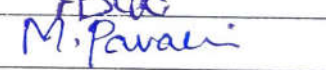
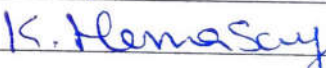


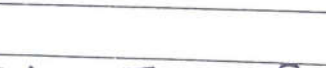
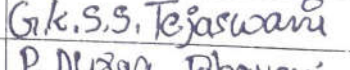
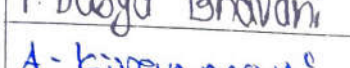
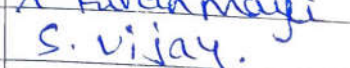
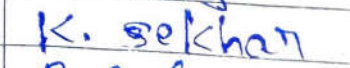
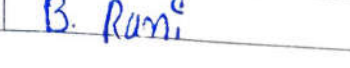



**Department of Commerce and Management Studies
(DCMS)**

AGENDA OF THE MEETING 2022-23

1. Discussion on Action Taken Report for BoS 2021-22
2. Approval of Program Outcomes, Program Specific Outcomes and Course Outcomes of B Com (EM), B Com (Computer Applications), B Com (CECS) and BBA (Digital Marketing) programs.
3. Approval of Syllabi, curriculum and academic activities of B Com (EM), B Com (Computer Applications), B Com (CECS) and BBA (Digital Marketing) programs for the academic year 2022-23.
4. Approval of Blue Prints, Model Question Papers and Question Banks for all UG Programs (I, II and III Years) in alignment with Bloom's Taxonomy
5. Approval of Scheme of Evaluation for Internal and External Evaluation for I & II Years – 50:50 pattern and III Year – 60:40 pattern
6. Approval of the activity wise breakup of Continuous Internal Assessment (CIA). I & II Years and III Year
7. Inclusion of additional inputs as necessary to each course for further extension of knowledge by students
8. Community Service Project for I Year students after II Semester
9. Internship and Apprenticeship/ On the Job Training for the II Year and III Year students
10. Approval of revised Panel of Question Paper Setters and Examiners.
11. Conduct of field trips / industrial visits and also provide extra credits to students for these activities.
12. Approval of provision for extra credits for free or paid online courses and MOOCS.
13. Continuation of two certificate courses namely i.e. Securities Operations and Mutual Funds to enable the students to gain better understanding of Financial Markets and to improve their employability.
14. Action Plan of the Department for 2022-23, including organizing seminars / workshops / training programs, webinars etc.,
15. Budget Proposals for the year 2022-23
16. Any other proposal with the permission of the Chair.

PR COLLEGE (A) KAKINADA
DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES
UG - BOARD OF STUDIES – 2022-23

S.No	Name of the Nominee	Designation	Signature
1	Dr K.Lakshmana Rao	Chairman	
2	Dr K. Ratnamanikyam	University Nominee	
3	Dr P.P. Chandra Bose	Subject Expert	
4.	Smt.RRD Sirisha	Subject Expert	
4	Sri.S.Rama Krishna Reddy	Industry Export	
5	Dr J.Panduranga Rao	Member	
6	Sri M.Srinivasa Rao	Member	
7	Dr.K.Nageswara Rao	Member	
8	Sri.D.S.Madhu Prasad	Member	
9	Sri.G.S.R.S.G Nooka Raju	Member	
10	Smt.B.Chinnari	Member	
11	Dr. Vijay Kumar	Member	
12	Dr. Venkateshwara Rao	Member	
13	Kum.K.Rajeswari	Member	
14	Sri.B.B.Sai	Member	
15	Kum. M.Pavani	Member	
16	Kum.K.Hema Surya	Member	
17	B. Asha	Member	
18	Sri.K.Bhami Reddy	Student Alumni Member	
19	Sri. P.V.Krishna Rao	Student Alumni Member	
20	Sri.P.Venkata Krishna	Educationalist	
21	G.K.S.S.Tejaswini II BBA	Student Member	
22	P. Durga Bhavani II B.Com CA	Student Member	
23	A.Kiranmayi II B.Com (EM)	Student Member	
24	S.Vijay II B.Com TM	Student Member	
25	K. Sekhar II B.Com (CECS)	Student Member	
26	Smt.B.Rani	Parent	

PR Government College (A), Kakinada
Department of Commerce and Management Studies (DCMS)
UG Board of Studies 2022-23

Resolutions

Agenda Item 1. Discussion on Action Taken Report for BoS 2021-22

Discussion: BoS members were apprised of the action taken on the resolutions approved during the BoS 2021-22 and the members were satisfied with the action taken.

Agenda Item 2: Approval of Program Outcomes, Program Specific Outcomes and Course Outcomes of B Com (EM), B Com (Computer Applications), B Com (CECS) and BBA (Digital Marketing) programs.

Discussion: The Program Outcomes, Program Specific Outcomes and Course Outcomes of B Com and BBA programs were discussed in detail and the Chairman had elaborated the preparation of the same to the members. The members had deliberated and expressed their satisfaction about relevance of outcomes to the current business needs.

Resolution: The members have unanimously approved the POs, PSOs, Cos of B Com and BBA programs were approved.

Agenda Item 3: Approval of Syllabi, curriculum and academic activities of B Com (EM), B Com (Computer Applications), B Com (CECS) and BBA (Digital Marketing) programs for the academic year 2022-23.

Discussion: The syllabi, curriculum and academic activities of B Com and BBA programs were discussed in detail and the Chairman had elaborated the changes in the syllabi as well as additional inputs to the members. The members had deliberated extensively on the syllabi and other contents and expressed their satisfaction about relevance of content to the business needs. Sri P Venkata Krishna, member had opined that students need to be given training in computerized accounting and latest developments in the tax domain. He further added that utilizing the services of local chapter of ICAI would be beneficial for students in terms of upskilling and domain expertise. Dr K Ratnamaniyam, University Nominee had suggested that Apprenticeship is to be renamed as On the Job Training since it is the more appropriate word given the modalities of the program.

Resolution: The members have unanimously approved the syllabi, curriculum and academic activities of B Com and BBA programs

Agenda Item 4: Approval of Blue Prints, Model Question Papers and Question Banks for all UG Programs (I, II and III Years) in alignment with Bloom's Taxonomy

Discussion: Blue Prints, Model Question Papers and Question Banks were placed before the Board and discussed. Dr K Ratnamaniyam suggested that the Model Question Paper format for the I Year needs to be changed to make it more representative. He added that the same

needs to be addressed to the Academic Council of the college. Other members have agreed with the formats and contents placed before them.

Resolution: The Blue Prints, Model Question Papers and Question Banks for the year 2022-23 were approved

Agenda Item 5: Approval of Scheme of Evaluation for Internal and External Evaluation for I & II Years – 50:50 pattern and III Year – 60:40 pattern

Discussion: The scheme of evaluation in terms of weightage to Internal and External components were discussed in detail and the proposed pattern of 50:50 for I and II Year and 60:40 for the III Year is agreed by the members

Resolution: The proposed scheme of evaluation i.e. 50:50 for I and II Year and 60:40 for III Year in terms of Internal and External Evaluation was approved

Agenda Item 6: Approval of the activity wise breakup of Continuous Internal Assessment (CIA). I & II Years and III Year

Discussion: Activity wise breakup of Internal Evaluation for all the years of B Com and BBA courses was discussed and the activities were agreed. Dr K Ratnamaniyam, University Nominee had suggested to give more choice to the students in the activities for evaluation.

Resolution: The activity wise breakup of Internal Evaluation for all the years of B Com and BBA courses is approved

Agenda Item 7: Inclusion of additional inputs as necessary to each course for further extension of knowledge by students

Discussion: The additional inputs for each course are placed before the Board for discussion and sufficiency and relevance of the same was discussed in detail. The Chairman has apprised the Board about the need and linkage of additional inputs with changing business needs. Members have expressed their agreement with the additional inputs.

Resolution: The additional inputs for B Com and BBA programs are approved

Agenda Item 8: Community Service Project for I Year students after II Semester

Discussion: Members were apprised of the CSP 2020-21 and 2021-22 and the evaluation pattern of the same. Members have appreciated the Department's work in guiding and supervising the CS Projects.

Resolution: Community Service Projects as per the Course Structure for B Com and BBA programs after completion of II Semester are approved as part of course structure

Agenda Item 9: Internship and Apprenticeship/ On the Job Training for the II Year and III Year students

Discussion: Students to undergo 2 months of Internship after IV Semester and 6 months of Apprenticeship/On the Job Training in V/VI Semester as decided by the college. The Department has arranged the Internship and Apprenticeship opportunities in association with ICAI Local Chapter and Local CA Firms as well as VIKASA, East Godavari. In addition to that students are encouraged to explore the opportunities online.

Resolution: 2 months of Internship after IV Semester and 6 months of Apprenticeship/On the Job Training in V/VI Semester per the Course Structure for B Com and BBA programs after completion of II Semester are approved as part of course structure

Agenda Item 10: Approval of revised Panel of Question Paper Setters and Examiners.

Discussion: Revised list of Paper Setters and Examiners is placed before the Board for suggestions and approval. The members have agreed with the list.

Resolution: The list Paper Setters and Examiners is approved

Agenda Item 11: Conduct of field trips / industrial visits and also provides extra credits to students for these activities.

Discussion: The proposal for inclusion of Field Trips and Industrial Visits was discussed in detail by the board. The members have suggested to conduct utilize the services of local chapters of Professional Accounting Bodies in conducting the same.

Resolution: The proposal for Conduct of field trips / industrial visits and extra credits for the same is approved

Agenda Item 12: Approval of provision for extra credits for free or paid online courses and MOOCS.

Discussion: This proposal was accepted by the Board with a suggestion to identify the related courses particularly free MOOCS and offer them to students in addition to regular class work under self study mode.

Resolution: provision for extra credits for free or paid online courses and MOOCS.

Agenda Item 13: Continuation of two certificate courses namely i.e. Securities Operations and Mutual Funds to enable the students to gain better understanding of Financial Markets and to improve their employability.

Discussion: The modalities of the certificate courses are discussed and members have opined that the certificate courses are relevant for employability in financial services sector. They have suggested introducing new certificate programs in Financial Analysis and Data Analytics in addition to the two existing courses.

Resolution: The proposal of continuation of the existing two certificate courses is approved

Agenda Item 14: Action Plan of the Department for 2022-23, including organizing seminars / workshops / training programs, webinars etc.,

Discussion: The action plan for 2022-23 is discussed in detail and members have expressed their satisfaction with the activities proposed. They have suggested that activities to include awareness on recent technological developments in the fields of commerce and cyber space.

Resolution: The action plan for 2022-23 for the Department is approved

Agenda Item 15: Budget Proposals for the year 2022-23

Discussion: Budget proposal is discussed for adequacy of funds for various activities under different programs

Resolution: The Budget proposal for the Department for 2022-23 is approved

Agenda Item 16: Attendance requirement for students

Discussion: Attendance requirement of 75% for students of all programs as prescribed by the college is discussed

Resolution: the Attendance requirement is approved

LIST OF PAPER SETTERS AND EXAMINERS:

1. Lecturers working in Department of Commerce
Arts College (Autonomous), Rajamahendravaram
2. Lecturers working in Department of Commerce
Ideal College Arts & Science (Autonomous), Kakinada.
3. Lecturers working in Department of Commerce
Y.N.College (Autonomous), Narasapuram.
4. Lecturers working in Department of Commerce
D.N.R. College Arts & Science (Autonomous), Bhimavaram
5. Lecturers working in Department of Commerce
Dr.V.S. Krishna college Arts & Science (a), VIZAG.
6. Lecturers working in Department of Commerce
Maharaja's College, (Autonomous) Vizianagaram.
7. Lecturers working in Department of Commerce
ASNM Govt College (A) Palkol.
8. Lecturers working in Department of Commerce
SRR & CVR Govt College (A) Vijayawada.
9. Lecturers working in Department of Commerce
ASD Womens College (A), Kakinada.
10. Lecturers working in Department of Commerce
Govt. Degree College (A), Tuni.

TABLE FOR EXTRA CREDITS

1	MOOC Course	<i>SWAYAM /NPTEL /CEC etc., (Course Completion certificate with credits should be produced for the claim of extra credits)</i>	<i>Total credits achieved will be considered</i>
2	NCC	<i>B CERTIFICATE</i>	<i>2</i>
3	Sports	<i>Participation in National Camp after 'B' certificate</i>	<i>3</i>
		<i>C certificate</i>	<i>4</i>
		<i>Adventure camp/RD parade along with 'B'</i>	<i>5</i>
		<i>Failed in B certificate Examination</i>	<i>1</i>
		<i>Intercollegiate selection</i>	<i>2</i>
4	NSS	<i>South zone selection</i>	<i>3</i>
		<i>All India participation</i>	<i>4</i>
		<i>Winning medals in all India competitions</i>	<i>5</i>
		<i>40% attendance in regular NSS activities</i>	<i>1</i>
5	JKC	<i>50% attendance with Community Service</i>	<i>2</i>
		<i>Conduct of survey/Youth exchange/RD</i>	<i>3</i>
		<i>Enrollment and training</i>	<i>1</i>
6	Community service	<i>Campus recruitment local level</i>	<i>2</i>
		<i>MNCs/reputed companies</i>	<i>3</i>
		<i>Participation in community service by departments (outreach programmes)</i>	<i>2</i>
7	Cultural activity	<i>Winning medals at state level-2,</i>	<i>2</i>
		<i>District level-1</i>	<i>1</i>
8	COP/Add on Course	<i>Pass in Certificate Exam-1,</i>	<i>1</i>
		<i>Diploma-2</i>	<i>2</i>
9	Support services	<i>Lead India, Health club, RRC and Eco Club etc., participation in various programmes</i>	<i>1</i>
9	Support services	<i>Lead India, Health club, RRC and Eco Club etc., participation in various programmes</i>	<i>1</i>

P.R.GOVERNMENT COLLEGE(A),KAKINADA
DEAPRTEMNT OF COMMERCE AND MANAGEMENT STUDIES (DCMS)
DEPARTMENTAL ACTION PLAN FOR THE ACADEMIC YEAR 2022-23
(I , II & IV SEMESTERS)

SL.NO	MONTH	WEEK	PROGRMME
1	JUNE	IInd	Repoening of college
2		III rd	BOS and Semester carcular plans preparation
3		Ivth	
4	JULY	Ist	Chartered Accountants Day (1st JULY)
5		IInd	Guest Lecture
6		III rd	Banking Nationalization Day (July 19th) Ist Mid Exams
7		Ivth	Income Tax Day (24th July)
8	AUG	Ist	UG course Admission
9		IInd	Guest Lecture
10		III rd	Independence Day Celebrations (Aug 15)
11		Ivth	II Mid Examinations (26th to30th)
12	SEP	Ist	Teachers Day (5th Sept)
13		IInd	Guest Lecture
14		III rd	Educational tour
15		Ivth	Guest Lecture
16	OCT	Ist	World Business Day (2nd Oct)
17		IInd	Guest Lecture
18		III rd	Pre Final Examinations
19		Ivth	SEM END Examinations
20	NOV	IInd	Commencement of III/V th Sem
21		III rd	Women Entrepreneures Day (Nov 19th)
22		Ivth	Guest Lecture
23	DEC	Ist	AIDS DAY (Dec 1st)
24		IInd	Human Rights Day (Dec-10th)
25		III rd	Guest Lecture 1st Mid (20-23)
26		Ivth	National Consumers Day (Dec24th)
27	JAN	Ist	Guest Lecture
28		IInd	
29		III rd	Parents meeting
30		Ivth	Republic Day celebratios (jan 26), II Mid 1(27-31 jan)
31	FEB	Ist	Educational tour
32		IInd	Guest Lecture
33		III rd	Management Day (Feb 21st)
34		Ivth	Project Work
35	MAR	Ist	Guest Lecture
36		IInd	Alumni Meeting
37		III rd	World Consumers Day (March 15)
38		Ivth	
39	APRIL	Ist	Guest Lecture
40		IInd	
41		III rd	Syllabus Completion
42		Ivth	SEM END Examinations

I YEAR**B.Com -Semester – I**

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.	1A	Fundamentals of Accounting	100	50	50	5	4
2.	1B	Business Organization and Management	100	50	50	5	4
3.	1C	Business Environment	100	50	50	5	4
4.		LSC	50		50	2	2
5.		SDC	50		50	2	2

B.Com -Semester – II

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.	2A	Financial Accounting	100	50	50	5	4
2.	2B	Business Economics	100	50	50	5	4
3.	2C	Banking Theory and Practice	100	50	50	5	4
4.		LSC	50		50	2	2
5.		SDC	50		50	2	2
6		SDC	50		50	2	2

II YEAR**B. Com -Semester – III**

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.	3A	Advanced Accounting	100	50	50	5	4
2.	3B	Business Statistics	100	50	50	5	4
3.	3C	Marketing	100	50	50	5	4
4.		LSC	50		50	2	2
5		LSC	50		50	2	2
6.		SDC	50		50	2	2

B. Com -Semester – IV

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.	4A	Corporate Accounting	100	50	50	5	4
2.	4B	Cost and Management Accounting	100	50	50	5	4
3.	4C	Income Tax	100	50	50	5	4
4.	4D	Business Law	100	50	50	5	4
5.	4E	Auditing	100	50	50	5	4
6	4F	Goods and Services Tax	100	50	50	5	4

III YEAR

B.Com -Semester – V/VI

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	DSC 5A	Advanced Corporate Accounting (RCCS, CA and CS)	100	40	60	5	4
2.	DSC 5B	Software Solutions to Accounting (RCCS, CA and CS)	100	40	60	5	4
3.	DSC 5C	Logistics Services and Practices (RCCS)	100	40	60	5	4
4.	DSC 5D	EXIM Procedure and Practice (RCCS)	100	40	60	5	4
5.	DSC 5E	Income Tax Procedure and Practice (RCCS)	100	40	60	5	4
6.	DSC 5F	GST Procedure and Practice (RCCS)	100	40	60	5	4
7	DSC 5G	Digital Marketing (CA)	100	40	60	5	4
8	DSC 5H	Services Marketing (CA)	100	40	60	5	4
	Total		600				24

III YEAR

B.Com -Semester – V/VI

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	DSC 6A	Apprenticeship	300				12

I YEAR**BBA -Semester – I**

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.	1A	Principles of Management	100	50	50	5	4
2.	1B	Managerial Economics	100	50	50	5	4
3.	1C	Fundamentals of Digital Marketing and Digital Markets	100	50	50	5	4
4.		LSC	50		50	2	2
6.		SDC	50		50	2	2

BBA -Semester – II

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.	2A	Accounting for Managers	100	50	50	5	4
2.	2B	Digital and Social Media Marketing	100	50	50	5	4
3.	2C	E Commerce	100	50	50	5	4
		LSC	50		50	2	2
		SDC	50		50	2	2
		SDC	50		50	2	2
		Community Internship	100		100		4

II YEAR**BBA -Semester – III**

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.	3A	Organizational Behaviour	100	50	50	5	4
2.	3B	Search Engine Optimization	100	50	50	5	4
3.	3C	Financial Management	100	50	50	5	4
4.		LSC	50		50	2	2
5		LSC	50		50	2	2
6.		SDC	50		50	2	2

BBA -Semester – IV

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.	4A	Training and Development	100	50	50	5	4
2.	4B	Business Law	100	50	50	5	4
3.	4C	Micro, Small and Medium Enterprises Management	100	50	50	5	4
4.	4D	International Business	100	50	50	5	4
5.	4E	SEM and Affiliated Marketing	100	50	50	5	4
6	4F	Cyber Law	100	50	50	5	4
		Corporate Internship	100		100		4

III YEAR

BBA(DM) -Semester – V/VI

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	DM 601	Product And Brand Management	100	40	60	5	4
2.	DM 602	Sales Management	100	40	60	5	4
3.	DM 603	Web Analytics	100	40	60	5	4
4.	DM 604	Advanced SEO	100	40	60	5	4
5.	DM 605	HTML and CSS	100	40	60	5	4
6.	DM 606	Web Design and Planning	100	40	60	5	4
	Total		600				24

III YEAR

BBA(DM) -Semester – V/VI

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	DSC 6A	Apprenticeship	300				12

B.Com PROGRAM OUTCOMES

On successful completion of Graduate program, graduating students will be able to:

PO 1 DOMAIN EXPERTISE:

- Acquire comprehensive knowledge and understanding about the domain
- Apply the knowledge in real life situations
- Understand about dynamics of the subject areas and the impact of changes

PO 2 LIFE-LONG LEARNING AND RESEARCH:

- Learn how to learn, unlearn and relearn.
- Adapt to the dynamics of work place and life
- Develop a questioning mind and analyze for reasons.

PO 3 MODERN EQUIPMENT USAGE:

- Understand how to effectively access, retrieve and use information on the Internet.
- Use technology intelligently for communication, entertainment and for the benefit of society at large
- Develop skills for effective use of various learning sources on the Internet

PO 4 COMPUTING SKILLS AND ETHICS:

- Able to use the computer technology to complement the domain expertise
- Able prepare domain related work using the computer software packages for decision making
- Ensure ethical practices in both on the job and off the job.

PO 5 COMPLEX PROBLEM INVESTIGATION & SOLVING:

- Be a rational thinker and apply the domain and common knowledge for reasoning
- Able to collect the data and interpretation and justify the conclusion.
- Able to inform the results to stakeholders and reporting

PO 6 PERFORM EFFECTIVELY AS INDIVIDUALS AND IN TEAMS:

- Able to see the common interest and importance of team work
- Be an effective team member while retaining own abilities
- Cooperate, coordinate and perform effectively in diverse teams/groups.

PO 7 EFFICIENT COMMUNICATION & LIFE SKILLS:

- Be an effective listener and project views with justification
- Able to use various communication media effectively
- Able to present information clearly and concisely and convincingly

PO 8 ENVIRONMENTAL SUSTAINABILITY:

- Be sensitive about environmental issues
- Understand the need and ways for sustainable development
- Propagate and practice the environment protection measures

PO 9 SOCIETAL CONTRIBUTION:

- Understand the diversity in society and serve for the common good of the society.
- Sensitized to address societal issues viz: calamities, disasters, poverty, epidemics.
- Be a patriotic citizen to uphold the constitutional values of the country

PO 10 EFFECTIVE PROJECT MANAGEMENT:

- Able to develop goals following SMART method
- Able to plan, do, check and act for deviations
- Able to cope with uncertainties and plan changes

PROGRAMME SPECIFIC OUTCOMES: B. Com (GENERAL):

Student will be able to demonstrate progressive learning of various tax issues and tax forms related to individuals. Student will be able to demonstrate knowledge in setting up a computerized set of accounting books.

1. Students will learn relevant financial accounting career skills applying both quantitative and qualitative knowledge to their future careers in business.
2. Student will be able to demonstrate progressive affective domain development of values of role of accounting in society and business.
3. Student will learn relevant managerial accounting career skill, applying both qualitative and quantitative knowledge to their future career in business.
4. Learners will gain through systematic and subject skill with in various disciplines of commerce, business accounting, economics, finance and auditing.
5. Learning will be able to recognize features and role of businessman entrepreneur, managers, consultant, which will help learners to process knowledge and other soft skill and to react aptly when confronted with critical decision making.
6. Learner will be able to prove proficiency with the ability to engage in competitive exams like CA, CS, ICWA and other courses.
7. Learners will acquire the skills like effective communication, decision making problem solving in day to day business affairs.
8. Learners will involve in various co-activities to demonstrate relevancy of foundational and theoretical knowledge of their academic major and to gain practical exposure.
9. Learners can also acquire practical skills to work as tax consultant, audit assistant and other financial supporting services.
10. Learners will be able to do higher education and advance in the field of commerce and finance.

PROGRAMME SPECIFIC OUTCOMES: B. Com (CA AND CECS):

At the end of three-year B.Com programme with specialization in Computer Application, the students will be able to:-

PSO 1- Understand the application of business Knowledge in both theoretical and practical aspects.

PSO 2- Determine the procedures and schedules to be followed on preparing financial statements of Companies.

PSO 3- Understand the basic concepts and functions of accounting, trade and computer software

PSO 4- Develop proficiency in the management of an organization

PSO 5- Attain skills in conducting business transactions online

PSO6 – Analyze the scope of the business by adopting modern technology in the business practice

PSO 7 - Follow the ethics pertaining to business transactions

PSO 8 - Learners will acquire the skills like effective communication, decision making, and problem solving in day to day business affaires

PSO 9 - Learners will involve in various co-curricular activities to demonstrate relevancy of foundational and theoretical knowledge of their academic major and to gain Practical exposure.

PSO 10- Learners can also acquire practical skills to work as tax consultant, audit assistant and other financial supporting services.

PSO 11- Learners will be able to do higher education and advance research in the field of Commerce and finance.

PR Government College (A), Kakinada

Department of Commerce of Management Studies

I B.Com

COURSE OUTCOMES:

PROGRAM	SEM	COURSE	COURSE OUTCOMES
I B.COM (RCCS) (GEN EM CA, CECS)	I SEM	Fundamentals of Accounting	<ul style="list-style-type: none">➤ Identify transactions and events that need to be recorded in the books of accounts.➤ Equip with the knowledge of accounting process and preparation of final accounts of a sole trader.➤ Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP.

			<ul style="list-style-type: none"> ➤ Analyze the difference between cash book and pass book in terms of balance and make reconciliation. ➤ Critically examine the balance sheets of a sole trader for different accounting periods. ➤ Design new accounting formulas & principles for business organizations.
I BCom (RCCS) (GEN and CA)	I Sem	Business Organization and Management	<ul style="list-style-type: none"> ➤ Understand different forms of business organizations. ➤ Comprehend the nature of Joint Stock Company and formalities to promote a Company. ➤ Describe the Social Responsibility of Business towards the society. Critically examine the various organizations of the business firms and judge the best among them. ➤ Design and plan to register a business firm. Prepare different documents to register a company at his own. ➤ Articulate new models of business organizations
IB.Com (RCCS) (GEN and CA)	I Sem	Business Environment	<ul style="list-style-type: none"> ➤ Understand the concept of business environment. ➤ Define Internal and External elements affecting business environment. ➤ Explain the economic trends and its effect on Government policies. ➤ Critically examine the recent developments in economic and business policies of the Government. ➤ Evaluate and judge the best business policies in Indian business environment. ➤ Develop the new ideas for creating good business environment.
I B.COM (RCCS)	II SEM	Financial Accounting	<ul style="list-style-type: none"> ➤ Understand the concept of consignment and learn the accounting treatment of the various aspects of consignment. ➤ Analyze the accounting process and preparation of accounts in consignment and joint venture.

(GEN EM, CA, CECS)			<ul style="list-style-type: none"> ➤ Distinguish Joint Venture and Partnership and to learn the methods of maintaining records under Joint Venture. ➤ Determine the useful life and value of the depreciable assets and maintenance of ➤ Reserves in business entities. ➤ Design an accounting system for different models of businesses at his own using the principles of existing accounting system.
IB.Com (RCCS) (GEN TM, EM, CA,)	II Sem	Business Economics	<ul style="list-style-type: none"> ➤ Describe the nature of economics in dealing with the issues of scarcity of resources. ➤ Analyze supply and demand analysis and its impact on consumer behaviour. ➤ Evaluate the factors, such as production and costs affecting firms behaviour. ➤ Recognize market failure and the role of government in dealing with those failures. ➤ Use economic analysis to evaluate controversial issues and policies. ➤ Apply economic models for managerial problems, identify their relationships, and formulate the decision making tools to be applied for business.
I BCom (RCCS) (GEN)	II Sem	Banking Theory and Practice	<ul style="list-style-type: none"> ➤ Understand the basic concepts of banks and functions of commercial banks. ➤ Demonstrate an awareness of law and practice in a banking context. Engage in critical analysis of the practice of banking law. ➤ Organize information as it relates to the regulation of banking products and services. ➤ Critically examine the current scenario of Indian Banking system. ➤ Formulate the procedure for better service to the customers from various banking innovations.

PR Government College (A), Kakinada
Department of Commerce and Management Studies

II B.Com

COURSE OUTCOMES:

PROGRAM	SEM	COURSE	COURSE OUTCOMES
II B.COM (RCCS)	IIISEM	Advanced Accounting	<ul style="list-style-type: none">➤ To provide the knowledge of various accounting concepts.➤ To impart the knowledge about accounting methods and techniques.➤ 3.Ability to evaluate financial results through examination of relevant data (i.e income statement,

(GEN TM, EM, CA, CECS)			balance sheet, cash flow statement and budgets.
II BCom (RCCS) (GEN TM, EM, CA,)	III Sem	Business Statistics	<ul style="list-style-type: none"> ➤ To provide an understanding for the commerce students on statistical concepts to include measurements of location and dispersion, probability, probability distributions, sampling, estimation, hypothesis testing, regression and correlation analysis and business / economic forecasting. ➤ To develop the student's ability to use mathematics and statistics to solve business problems. ➤ To provide a concept in statistics and commonly used quantitative methods, which will prove useful for the students to understand and appreciate other subjects in commerce programme.
BCom (RCCS) (GEN TM, EM,)	III Sem	Marketing	<ul style="list-style-type: none"> ➤ Develop an idea about marketing and marketing environment. ➤ Understand the consumer behaviour and market segmentation process. ➤ Comprehend the product life cycle and product line decisions. ➤ Know the process of packaging and labeling to attract the customers. ➤ Formulate new marketing strategies for a specific new product. ➤ Develop new product line and sales promotion techniques for a given product. ➤ Design and develop new advertisements to given products.
II B.COM (RCCS) (GEN TM, EM, CA, CECS)	IV SEM	Corporate Accounting	<ul style="list-style-type: none"> ➤ Students will learn relevant managerial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business. ➤ Prepare financial accounts of partnership firm indifferent situations of admission, retirement ,death and insolvency of the partners.

III B.Com (RCCS) (GEN TM, EM, CA, CECS)	IV Sem	Cost Management Accounting	<ul style="list-style-type: none"> ➤ To understand various costing systems and management systems ➤ To evaluate the costs and benefits of different conventional and contemporary costing systems ➤ To differentiate methods of schedule costs as per unit of production
II BCom (RCCS)/CA (GEN TM, EM, CA)	IV Sem	Income Tax	<ul style="list-style-type: none"> ➤ Student will able to Compute the assessable of income tax. ➤ Student will able to Identify and analyze the procedural aspects under different applicable statutes related to direct taxation. ➤ Student will able to understand the basic principles underlying the direct Taxation Statutes .
BCom (RCCS) (GEN TM, EM, CA)	IV Sem	Business Law	<ul style="list-style-type: none"> ➤ To understand the provisions of contract law in the context of business transactions ➤ To gain knowledge on legal provisions related to sale contracts
BCom (RCCS) (GEN TM, EM, CA)	IV Sem	Auditing	<ul style="list-style-type: none"> ➤ To gain working knowledge of legal provisions related to audit ➤ To acquire the skill of audit planning and preparation of audit program and vouching. ➤ To gain understanding about controls and internal audit.
BCom (RCCS)/CA (GEN TM, EM)	IV Sem	GST	<ul style="list-style-type: none"> ➤ Understand the basic principles underlying the Indirect Taxation Statutes. ➤ Examine the method of tax credit. Input and Output Tax credit and Cross Utilization of Input Tax Credit. ➤ Identify and analyze the procedural aspects under different applicable statutes related to GST.

			<ul style="list-style-type: none"> ➤ Compute the assessable value of transactions related to goods and services for levy and determination of duty liability. ➤ Develop various GST Returns and reports for business transactions in Tally
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Department of Commerce and Management Studies

III B. Com

COURSE OUTCOMES:

BCom (RCCS) (GEN TM, EM, CA,)	V Sem	Auditing – I	<ul style="list-style-type: none"> ➤ To gain understanding of financial statement audit and institutional audit and audit reporting ➤ To gain working knowledge of business letters, reports and communication for business purpose
BCom (RCCS) (GEN TM, EM,)	V Sem	Business Law – I	<ul style="list-style-type: none"> ➤ To understand the provisions of contract law in the context of business transactions ➤ To gain knowledge on legal provisions related to sale contracts
III B.Com (RCCS) (GEN TM, EM,)	V Sem	Cost Management Accounting	<ul style="list-style-type: none"> ➤ To differentiate methods of schedule costs as per unit of production ➤ To differentiate methods of calculating stock consumption. ➤ To identify the specifics of different costing methods \
III BCom (RCCS) (GEN TM, EM,)	V Sem	Management Accounting	<ul style="list-style-type: none"> ➤ To enlighten the students thought and knowledge on management Accounting. Helps to give proper idea on financial statement analysis in practical point of view ➤ To introduce the concept of fund flow and cash flow statement ➤ To provide knowledge about budget control keeping in mind the scope of the concept
III B.Com (RCCS)	V Sem	Corporate Accounting	<ul style="list-style-type: none"> ➤ Account for mergers and Amalgamation ➤ Have a comprehensive understanding of the advanced issues in accounting for Assets, Liabilities and Owner's Equity.

(GEN TM, EM,)			<ul style="list-style-type: none"> ➤ Draft final accounts for manufacturing concerns , Bank and Insurance Companies
III B.Com (RCCS) (CA,CECS)	V Sem	Advanced Corporate Accounting	<ul style="list-style-type: none"> ➤ To understand the regulatory environment in which the companies are formed and operate ➤ Have a solid foundation in accounting and reporting requirements of the Companies Act and relevant Indian Accounting Standards ➤ To draft Final Accounts for Manufacturing concerns, Banks and Insurance Companies
BCom (CA) (CA, CECS)	V Sem	Mercantile and Industrial Laws – I	<ul style="list-style-type: none"> ➤ To understand the provisions of contract law in the context of business transactions ➤ To gain knowledge on legal provisions related to sale contracts and employee compensation
II B.COM (CECS) (CA)	V SEM	Cost Accounting	<ul style="list-style-type: none"> ➤ Helps to gather knowledge on preparation of cost sheet in its practical of view . ➤ Aimed to familiarize the concept of cost accounting. ➤ Develop the knowledge about remuneration and incentives.
III B.COM (CECS) (CECS)	V SEM	ITPA	<ul style="list-style-type: none"> ➤ 1.To introduce the basic concept of income tax ➤ It helps to build an idea about income from house property as a concept. ➤ 3 .Make the students familiarize with the concept of depreciation and its provisions.
BCom (RCCS) (GEN TM, EM, CA,)	VI Sem	Auditing – II	<ul style="list-style-type: none"> ➤ To gain understanding of financial statement audit and institutional audit and audit reporting ➤ To gain working knowledge of business letters, reports and communication for business purpose

BCom (RCCS) (GEN TM, EM,)	VI Sem	Business Law – II	<ul style="list-style-type: none"> ➤ To understand the provisions of contract law in the context of business transactions ➤ To gain knowledge on legal provisions related to sale contracts
III B.Com (RCCS) (GEN TM, EM,)	VI Sem	Cost Management Accounting	<ul style="list-style-type: none"> ➤ To differentiate methods of schedule costs as per unit of production ➤ To differentiate methods of calculating stock consumption. ➤ To identify the specifics of different costing methods \
III BCom (RCCS) (GEN TM, EM,)	VI Sem	Management Accounting	<ul style="list-style-type: none"> ➤ To enlighten the students thought and knowledge on management Accounting. Helps to give proper idea on financial statement analysis in practical point of view ➤ To introduce the concept of fund flow and cash flow statement ➤ To provide knowledge about budget control keeping in mind the scope of the concept
III B.Com (RCCS) (GEN TM, EM,)	VI Sem	Corporate Accounting	<ul style="list-style-type: none"> ➤ Account for mergers and Amalgamation ➤ Have a comprehensive understanding of the advanced issues in accounting for Assets, Liabilities and Owner's Equity. ➤ Draft final accounts for manufacturing concerns , Bank and Insurance Companies
III B.Com (RCCS) (CA, CECS)	VI Sem	Advanced Corporate Accounting	<ul style="list-style-type: none"> ➤ To understand the regulatory environment in which the companies are formed and operate ➤ Have a solid foundation in accounting and reporting requirements of the Companies Act and relevant Indian Accounting Standards ➤ To draft Final Accounts for Manufacturing concerns, Banks and Insurance Companies

BCom (CA, CECS)	VI Sem	Mercantile and Industrial Laws – II	<ul style="list-style-type: none"> ➤ To understand the provisions of contract law in the context of business transactions ➤ To gain knowledge on legal provisions related to sale contracts and employee compensation
II B.COM (CA)	VI SEM	Cost Accounting	<ul style="list-style-type: none"> ➤ Helps to gather knowledge on preparation of cost sheet in its practical of view . ➤ Aimed to familiarize the concept of cost accounting. ➤ Develop the knowledge about remuneration and incentives.
III B.COM (CECS)	VI SEM	ITPA	<ul style="list-style-type: none"> ➤ To introduce the basic concept of income tax ➤ It helps to build an idea about income from house property as a concept. ➤ Make the students familiarize with the concept of depreciation and its provisions.

BBA(DM) PROGRAM OUTCOMES

On successful completion of Graduate program, graduating students will be able to:

PO 1 DOMAIN EXPERTISE:

- Acquire comprehensive knowledge and understanding about the domain
- Apply the knowledge in real life situations
- Understand about dynamics of the subject areas and the impact of changes

PO 2 LIFE-LONG LEARNING AND RESEARCH:

- Learn how to learn, unlearn and relearn.
- Adapt to the dynamics of work place and life
- Develop a questioning mind and analyze for reasons.

PO 3 MODERN EQUIPMENT USAGE:

- Understand how to effectively access, retrieve and use information on the Internet.
- Use technology intelligently for communication, entertainment and for the benefit of society at large
- Develop skills for effective use of various learning sources on the Internet

PO 4 COMPUTING SKILLS AND ETHICS:

- Able to use the computer technology to complement the domain expertise
- Able prepare domain related work using the computer software packages for decision making
- Ensure ethical practices in both on the job and off the job.

PO 5 COMPLEX PROBLEM INVESTIGATION & SOLVING:

- Be a rational thinker and apply the domain and common knowledge for reasoning
- Able to collect the data and interpretation and justify the conclusion.
- Able to inform the results to stakeholders and reporting

PO 6 PERFORM EFFECTIVELY AS INDIVIDUALS AND IN TEAMS:

- Able to see the common interest and importance of team work
- Be an effective team member while retaining own abilities
- Cooperate, coordinate and perform effectively in diverse teams/groups.

PO 7 EFFICIENT COMMUNICATION & LIFE SKILLS:

- Be an effective listener and project views with justification
- Able to use various communication media effectively
- Able to present information clearly and concisely and convincingly

PO 8 ENVIRONMENTAL SUSTAINABILITY:

- Be sensitive about environmental issues
- Understand the need and ways for sustainable development
- Propagate and practice the environment protection measures

PO 9 SOCIETAL CONTRIBUTION:

- Understand the diversity in society and serve for the common good of the society.
- Sensitized to address societal issues viz: calamities, disasters, poverty, epidemics.
- Be a patriotic citizen to uphold the constitutional values of the country

PO 10 EFFECTIVE PROJECT MANAGEMENT:

- Able to develop goals following SMART method
- Able to plan, do, check and act for deviations
- Able to cope with uncertainties and plan changes

PROGRAMME SPECIFIC OUTCOMES: BBA (Digital Marketing):

At the end of three year BBA programme with specialization in Digital Marketing, the students will be able to:-

PSO 1- Learners imbibed with the concepts of Social Media Communication and platforms

PSO 2- Learners will gain knowledge of modern principles in Social Network Management and various models of E Marketing.

PSO 3- Learners acquire competency in using Web Analytics in Marketing decisions and strategies.

PSO 4- Learners will develop the techniques of SEM and SEO to enable the businesses to run online marketing campaigns.

PSO 5- Learners attain skills in legal implications of using technology in business as well as marketing

PSO 6 – Learners will understand various facets of business in the modern age such as International Business, Cross Border transactions, MSME development.

PSO 7 – Learners will gain knowledge of organizational structure and management theories and training as well as development of human resources.

Department of Commerce and Management Studies**1 BBA - DIGITAL MARKETING****COURSE OUTCOMES:**

PROGRA M	SEM	COURCE	COURCE OUTCOMES
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I BBA DIGITAL MARKET ING	I SEM	PRINCIPLES OF MANAGEMENT.	<ul style="list-style-type: none"> ➤ To provide the knowledge of various management function. To know the trends and challenges in global scenario. ➤ Identify the stages of team development and the skills a team must acquire to become effective. . ➤ Explain the relationship between strategic, tactical, and operational plans. ➤ Students will learn Distinguish between management and leadership roles and the priorities of each.
I BBA DIGITAL MARKET ING	I SEM	MANAGERIAL ECONOMICS.	<ul style="list-style-type: none"> ➤ Students focus on the application of economic models and rationale choice to business decision making. ➤ To provide an overview of managerial economics. ➤ Students will knowledge about demand and supply. Elasticity of demand. ➤ Encroaching the costs of production and the organization of the firms .
I BBA DIGITAL MARKET ING	I SEM	FUNDAMENTALS OF DIGITAL MARKETING AND DIGITAL MARKETS.	<ul style="list-style-type: none"> ➤ Helps to identify core concepts of marketing and the role of marketing in society. ➤ Ability to collect process and analyze consumer and market data to make informed decisions. ➤ It also helps to understand pricing decisions. ➤ It focuses on importance of digital marketing and its applications
I BBA	II SEM	ACCOUNTING FOR MANAGERS	<ul style="list-style-type: none"> ➤ Recognize the importance of the application of management accounting concepts in various managerial decision making process

			<ul style="list-style-type: none"> ➤ Understand the various cost analysis required in business functioning. ➤ Prepare various statement related to financial position of a firm.
I BBA	II SEM	DIGITAL AND SOCAIL MEDIA MARKETING.	<ul style="list-style-type: none"> ➤ Able to understand the role of digital and social media marketing ➤ Understand how digital and social media marketing can contribute to improving marketing effectiveness ➤ Evaluate digital and social media marketing campaigns; ➤ Think about solutions to complex marketing problems using insight from digital and social media marketing.
I BBA	II SEM	E COMMERCE	<ul style="list-style-type: none"> ➤ To introduce the students to various aspects of e-commerce applied in business. ➤ To integrate professional skills in their learning through hands on experience so as to enhance the scope of employment and entrepreneurship. ➤ To equip students and keep them updated on the changes and emerging trends in e-Commerce.
I BBA	II SEM	TWO MONTHS SOCAIL IMMERSION INTERNSHIP	<ul style="list-style-type: none"> ➤ To Know about the involved courses clearly by practical way
II BBA	III SEM	ORGANIZAITIONAL BEHAVIOUR.	<ul style="list-style-type: none"> ➤ To know the importance of studying organizational behavior in organization structure ➤ to implement solutions regarding problems in dealing with people

			<ul style="list-style-type: none"> ➤ to better understand the various OB theories and put them into practical applications
II BBA	III SEM	Search Engine Optimization	<ul style="list-style-type: none"> ➤ To understand the application of SEO with regard to digital marketing ➤ To implement various SEO techniques in the context of ever growing search capabilities
II BBA	III SEM	FINANCIAL MANAGEMENT	<ul style="list-style-type: none"> ➤ To know about the functions of the Finance Manager ➤ To implement various financing strategies to make optimum capital structure ➤ To gain understanding of working capital management
II BBA	IV SEM	TRAINING AND DEVELOPMENT	<ul style="list-style-type: none"> ➤ To be able to design different kinds of training programs ➤ To understand the process of development and to formulate development strategies ➤ To be familiar with various coaching and counseling activities
II BBA	IV SEM	BUSINESS LAW	<ul style="list-style-type: none"> ➤ To understand the implications of business law in management of a firm ➤ To gain understanding of the provisions of Contract Act, Companies Act, Factories Act and Sale of Goods Act ➤ To understand the consumer protection law to enable them to enforce consumer
II BBA	IV SEM	Micro, Small, Medium Enterprises Management	<ul style="list-style-type: none"> ➤ To the importance of MSME Sector in India ➤ To gain understanding of various schemes available for MSME Sector and the measures taken by the Government ➤ To understand the intricacies of managing an MSME

			<ul style="list-style-type: none"> ➤ To be familiar with challenges and issues faced by the MSMEs
II BBA	IV SEM	SEM & Affiliate Marketing	<ul style="list-style-type: none"> ➤ To understand how to implement SEM campaign under various models ➤ To gain knowledge of promoting websites on Google and running campaigns ➤ To understand the Affiliate Marketing skills, knowledge, insights and tools.
II BBA	IV SEM	Cyber Law	<ul style="list-style-type: none"> ➤ To gain understanding of challenges posed by the IT to business ➤ To be familiar with various Cyber Crime activities and techniques for managing them ➤ To gain understanding of Cyber Law in India and its implications for business
II BBA	IV	Corporate Internship	Corporate Internship programme enables the students to apply the conceptual knowledge into practical situations.

**PR GOVERNMENT COLLEGE (A), KAKINADA
DEPARTMENT OF COMMERCE AND
MANAGEMENT STUDIES**

**Scheme of Evaluation of III B.Com (EM, TM, CA and CECS) and
BBA (DM) (w.e.f 2022-23)
(Max. Marks: 100)**

1. Semester End Examination		60 Marks
2. Internal Evaluation		
a. Internal Mid Exam (Average of 2 Exams for 40 marks with 50% weight for each exam)	20 Marks	
b. Assignment	10 Marks	
c. Quiz	5 Marks	
d. Field/ Project Report	5 Marks	40 Marks
Total		100 Marks

**Scheme of Evaluation of I and II B.Com (EM, TM, CA and CECS) and BBA (DM) (w.e.f 2021-22)
(Max. Marks: 100)**

1. Semester End Examination		50 Marks
2. Internal Evaluation		
a. Internal Mid Exam (Average of 2 Exams for 25 marks)	25 Marks	
b. Record	10 Marks	
c. Viva	10 Marks	
d. Assignment	5 Marks	50 Marks
Total		100 Marks

**PR GOVERNMENT COLLEGE (A), KAKINADA
DEPARTMENT OF COMMERCE AND
MANAGEMENT STUDIES**

SCHEME OF EVALUATION FOR III YEAR (ALL UG PROGRAMS)

Semester End Examination

Marks allocated – 60 Marks

1. Model Question Papers as approved in the BoS Meeting for all the UG Programs under the DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES. Model Question Papers for the III Year are as per the APSCHE Guidelines.
2. Paper setters to follow Bloom's taxonomy in preparing questions to evaluate the student learning in various contexts.

Continuous Internal Assessment (CIA)

Standard Operating Procedure for the Internal Assessment (CIA) for II and III Year (All UG Programs)

Marks allocated – 40 Marks

S.No.	Component	Distribution of Marks
1	Average of the following <ol style="list-style-type: none">1. CIE I (after completion of 50% of syllabus) (40 marks with 50% weightage)2. CIE II (40 marks with 50% weightage)	20
2	Assignment	10
3	Participation in Individual Quiz (Timed or Live)	5
4	Field/ Project Report	5
TOTAL		40

**PR GOVERNMENT COLLEGE (A), KAKINADA
DEPARTMENT OF COMMERCE AND
MANAGEMENT STUDIES**

SCHEME OF EVALUATION FOR I AND II YEARS (ALL UG PROGRAMS)

Semester End Examination

Marks allocated – 50 Marks

1. Model Question Papers as approved in the BoS Meeting for all the UG Programs under the DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES. Model Question Papers for the I and II Years are as per the IQAC instructions..
2. Paper setters to follow Bloom's taxonomy in preparing questions to evaluate the student learning in various contexts.

Continuous Internal Assessment (CIA)

Standard Operating Procedure for the Internal Assessment (CIA) for I and II Years (All UG Programs)

Marks allocated – 50 Marks

S.No.	Component	Distribution of Marks
1	Average of the following 1. CIE I (after completion of 50% of syllabus) (25 marks) 2. CIE II (25 marks)	25
2	Record	10
3	Viva	10
4	Assignment	5
TOTAL		50

CIA for III Year (2022-23)

Component 1: Internal Evaluation (Mid Exams) (20 Marks)

Two Internal Mid Exams will be conducted 40 Marks each with weightage of 50% and scores will be averaged. Attendance to Mid Exams will as per the College procedures and will be conducted by the Controller of Examinations college wide.

Suggestive Question Paper Pattern for CIE I & CIE II (Based on Blooms Taxonomy):

Though the faculty concerned is empowered to adopt their own pattern for question paper, a general and suggestive model for question paper is given below based on Blooms Taxonomy.

S No of Question	Learning Objective	Marks
1	Memory based (Remember)	4
2	Understand (Comprehension)	4
3	Application	6
4	Analysis	6
5	Evaluation	10
6	Creativity	10
	Total	40 Marks

Component 2: Assignment (10 Marks)

One Assignment for each course must be submitted by a student in each semester. The marks allotted to this component will be awarded based on the performance of the student. Also maximum of 7 days should be given to students to submit the assignment. Assignments should be evaluated by the faculty concerned and the same to be verified by the student. The marks should be awarded by the faculty.

Component 3: Quiz (5 Marks)

Quiz, preferably online quiz, should be conducted after the CIE II and well before the SEE. Faculty concerned has to announce the schedule for the quiz and create the quiz using the Google Forms or any other Open Teaching Tools. Quiz should be created with 20 questions. It can be timed quiz or live quiz. The timing for quiz should be 30 minutes. No negative marking. Each question carries 1 mark. The marks secured should be converted to 5.

Component 4: Field/ Project Report (5 Marks)

For this component, the marks will be awarded to student, if he/she submits a report about the task given to him in the subject area in not exceeding 10 pages in hand written format. Suggested Format for Fieldwork/Project work (not more than 10 pages): Title page, student details, Contents, objective, step-wise work done, findings, conclusions and acknowledgements.

CIA for I and II Years (w.e.f. 2021-22)

Component 1: Internal Evaluation (Mid Exams) (20 Marks)

Two Internal Mid Exams will be conducted 25 Marks each and scores will be averaged. Attendance to Mid Exams will as per the College procedures and will be conducted by the Controller of Examinations College wide.

Suggestive Question Paper Pattern for CIE I & CIE II (Based on Blooms Taxonomy):

Though the faculty concerned is empowered to adopt their own pattern for question paper, a general and suggestive model for question paper is given below based on Blooms Taxonomy.

S No of Question	Learning Objective	Marks
1	Memory based (Remember)	2
2	Understand (Comprehension)	2
3	Application	3
4	Analysis	3
5	Evaluation	5
6	Evaluation	5
7	Creativity	5
	Total	25 marks

The active verbs used to frame the question based on Blooms Taxonomy is given below for the convenience.

Active verbs developed based on Bloom's Taxonomy

Knowledge	Understand	Apply	Analyze	Evaluate	Create
define	explain	solve	analyze	reframe	design
identify	describe	apply	compare	criticize	compose
describe	interpret	illustrate	classify	evaluate	create
label	paraphrase	modify	contrast	order	plan
list	summarize	use	distinguish	appraise	combine
name	classify	calculate	infer	judge	formulate
state	compare	change	separate	support	invent
match	differentiate	choose	explain	compare	hypothesize
recognize	discuss	demonstrate	select	decide	substitute
select	distinguish	discover	categorize	discriminate	write
examine	extend	experiment	connect	recommend	compile
locate	predict	relate	differentiate	summarize	construct
memorize	associate	show	discriminate	assess	develop
quote	contrast	sketch	divide	choose	generalize
recall	convert	complete	order	convince	integrate
reproduce	demonstrate	construct	point out	defend	modify
tabulate	estimate	dramatize	prioritize	estimate	organize
tell	express	interpret	subdivide	find errors	prepare
copy	Identify	Manipulate	survey	grade	produce
discover	indicate	Paint	advertise	measure	rearrange
duplicate	Infer	Prepare	appraise	predict	rewrite
enumerate	relate	produce	Break down	rank	role-play

Component 2: Record (10 Marks)

Record work should be given to the students after the CIE II and well before the SEE. Faculty concerned has to inform the case scenarios for record preparation and each student or a group can be assigned with a case scenario. Students to come with their analysis neatly recorded. Record work can be conducted online also wherever possible.

Component 3: Viva (10 Marks)

For this component, the marks will be awarded to student, if he/she attends the Viva based on the case scenario given in Record preparation or any other topic related to latest trends in the subject area etc. Schedule of the Viva will be announced to students after completion of Record work. Marks will be awarded based on the subject clarity as well as communication clarity.

Component 4: Assignment (5 Marks)

One Assignment for each course must be submitted by a student in each semester. The marks allotted to this component will be awarded based on the performance of the student. Also maximum of 7days should be given to students to submit the assignment. Assignments should be evaluated by the faculty concerned and the same to be verified by the student. The marks should be awarded by the faculty.

PR COLLEGE (A) KAKINADA
DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES
BOARD OF STUDIES – 2022-23

S.No	Name of the Nominee	Designation
1	Dr K.Lakshmana Rao	Chairman, Lecturer Incharge
2	Dr K. Ratnamanikyam	University Nominee & Principal – GDC- Chintooru
3	Dr P.P. Chandra Bose	Subject Expert & Lecturer Incharge GDC-Razole
4.	Smt R.R.D. Sirisha	Subject Expert & Lecturer Incharge ASD Govt. Degree College for Women (Autonomous), Kakinada.
4	Sri S. Rama Krishna Reddy	Representative from Industry Managing Director Sri Lakshmi Venkateshwara Enterprises - Kakinada
5	Dr J.Panduranga Rao	Member
6	Sri M.Srinivasa Rao	Member
7	Dr.K.Nageswara Rao	Member
8	Sri.D.S.Madhu Prasad	Member
9	Sri.G.S.R.S.G Nooka Raju	Member
10	Smt.B.Chinnari	Member
11	Dr. Vijay Kumar	Member
12	Dr. Venkateshwara Rao	Member
13	Kum.K.Rajeswari	Member
14	Sri.B.B.Sai	Member
15	Kum. M.Pavani	Member
16	Kum.K.Hema Surya	Member
17	B. Asha	Member
18	Sri.K.Bhami Reddy	Student Alumni Member
19	Sri. P.V.Krishna Rao	Student Alumni Member
20	Sri.P.Venkata Krishna	Educationalist
21	G.K.S.S.Tejaswini II BBA	Student Member
22	P. Durga Bhavani II B.Com (CA)	Student Member
23	A.Kiranmayi II B.Com (EM)	Student Member
24	S.Vijay II B.Com TM	Student Member
25	K. Sekhar II B.Com (CECS)	Student Member
26	Smt.B.Rani	Parent

Semester – I

Sl. No.	Course	Name of the Subject	Total Marks	Mid. Sem Exams	Sem. End Exams	Teaching Hours	Credits
1.	First Language	English	100	50	50	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans)	100	50	50	4	3
3.	Life Skill Courses(1)	Entrepreneurship	50	-	50	2	2
4.	Skill Development Courses	Insurance Promotions	50	-	50	2	2
5.	1 A	Fundamentals of Accounting (Gen , CA & CECS	100	50	50	5	4
6.	2 B	Business Organization and Management (Gen & CA)	100	50	50	5	4
7.	3C	Business Environment(Gen)/ Information Technology(CA)	100	50	50	5	4
Total			600	250	350	27	22

B.Com - Semester – II

Sl. No.	Course	Name of the Subject	Total Marks	Mid. Sem Exams	Sem End Exams	Teaching Hours	Credits
1.	First Language	English	100	50	50	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans)	100	50	50	4	3
3.	LSC	ICT	50	---	50	2	2
4	Skill Development	1. Agriculture Marketing	50	---	50	2	2
5	Skill Development	2. Logistic Supply Chain Management	50	---	50	2	2
6	2A	Financial Accounting (Gen & CA)	100	50	50	5	4
7	2B	Business Economics (Gen & CA)	100	50	50	5	4
8	2C	Banking Theory	100	50	50	5	4

		&Practice (Gen) /					
Total			600	250	350	29	24

II YEAR

B.Com- Semester – III

Sl. No.	Course	Name of the Subject	Total Marks	Mid. Sem Exams	Sem. End Exams	Teaching Hours	Credits
1.	First Language	English	100	40	60	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans)	100	40	60	4	3
3.	LSC	1.LSC 1 2.LSC 2	50 50	---	50 50	2 2	2 2
4.	SDC	Retailing	50	---	50	2	2
5.	3A	Advanced Accounting	100	40	60	5	4
6.	3B	Business statistics (Gen,CA)	100	40	60	5	4
7.	3C	Marketing (Gen)	100	40	60	5	4
8.							
Total			600	200	400	29	24

B.Com- Semester – IV

Sl. No.	Course	Name of the Subject	Total Marks	Mid. Sem Exams	Sem. End Exams	Teaching Hours	Credits
1.	4A	Corporate Accounting (Gen, CA & CS)	100	40	60	5	4
2.	4B	Cost and Management Accounting (Gen, CA & CS)	100	40	60	5	4
3.	4C	Income Tax (Gen, CA)	100	40	60	5	4
4.	4D	Business Law (Gen, CA)	100	40	60	5	4
5.	4E	Auditing (Gen, CA)	100	40	60	5	4
6.	4F	Goods and Service Tax (Gen)	100	40	60	5	4
Total			600	240	360	30	24

III YEAR**B.Com -Semester – V**

Sl. No.	Course	Name of the Subject	Total Marks	Mid. Sem Exams	Sem. End Exams	Teaching Hours	Credits
1.	DSC 1 E	Business Law (Gen)	100	40	60	5	4
2.	DSC 2 E	Auditing (Gen, CA)	100	40	60	5	4
3.	DSC 3 E	Cost and Management Accounting (Gen)	100	40	60	5	4
4.	DSC 4 E	Corporate Accounting (Gen)	100	40	60	5	4
5.	DSC 5 E	Advanced Corporate Accounting (Gen)	100	40	60	5	4
6.	DSC 6 E	Management Accounting (Gen)	100	40	60	5	4
7	DCS 7 E	Advanced Accounting (CA & CS)	100	40	60	5	4
8	DCS 8 E	Cost Accounting (CA)	100	40	60	5	4
9	DCS 9 E	Mercantile and Industrial Laws	100	40	60	5	4
10	DCS 10 E	Income Tax and Practical Auditing	100	40	60	5	4
Total			600	240	360	30	24

B.Com -Semester – VI

Sl. No.	Course	Name of the Subject	Total Marks	Mid. Sem Exams	Sem. End Exams	Teaching Hours	Credits
1.	DSC 1 F	Business Laws	100	40	60	5	4
2.	DSC 2 F	Auditing	100	40	60	5	4
3.	DSC 3 F	Cost and Management Accounting	100	40	60	5	4
4.	DSC 4 F	Corporate Accounting	100	40	60	5	4
5.	DSC 5 F	Advanced Corporate Accounting	100	40	60	5	4
6.	DSC 6 F	Management Accounting	100	40	60	5	4
7	DCS 7 F	Advanced Accounting (CA & CS)	100	40	60	5	4
8	DCS 8 F	Cost Accounting (CA)	100	40	60	5	4
9	DCS 9 F	Mercantile and Industrial Laws	100	40	60	5	4
10	DCS 10 F	Income Tax and Practical Auditing	100	40	60	5	4
11	DSC 11 F	Project Report	100	---	100	5	4
Total			700	240	460	35	28

BBA Digital Marketing

Semester - I

Sl. No.	Course	Name of the Subject	Total Marks	Mid. Sem Exams	Sem. End Exams	Teaching Hours	Credits
1.	First Language	General English	100	50	50	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans)	100	50	50	4	3
3.	Life Skill Courses	Entrepreneurship	50	50	2	2
4.	Skill Development Courses	Insurance promotion.	50	50	2	2
5.	DSC 1 A	Principles of Management	100	50	50	5	4
6.	DSC 2 A	Managerial Economics.	100	50	50	5	4
7.	DSC 3 A	Fundamentals of Digital Marketing and Digital Markets	100	50	50	5	4
Total			600	250	350	27	22

Semester - II

Sl. No.	Course	Name of the Subject	Total Marks	Mid. Sem Exams	Sem. End Exams	Teaching Hours	Credits
1.	First Language	English	100	50	50	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans)	100	50	50	4	3
3.	Life Skill Courses	ICT	50	---	50	2	2
4.	Skill Development Courses.	1. Agricultural Marketing	50	-----	50	2	2
		2. Logistics & Supply Chain	50		50	2	2
5.	DSC 1 B	Accounting for Managers	100	50	50	5	4
6.	DSC 2 B	Digital and Social Media Marketing	100	50	50	5	4
7.	DSC 3 B	E-Commerce	100	50	50	5	4
8.	DSC 4B	Two Months Social	100	-	100	-	4

		Immersion Internship					
		Total	750	250	500	29	28

BBA Semester - III

Sl. No.	Course	Name of the Subject	Total Marks	Mid. Sem Exams	Sem. End Exams	Teaching Hours	Credits
1.	First Language	General English	100	40	60	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans)	100	40	60	4	3
3.	Life Skills	1.Analytical Skills 2.Personality Enhancement 3.Health & Hygiene (any two of the above as decided by the college)	50 50	---	50 50	2 2	2 2
4.	SDC	Retailing	50	---	50	2	2
5.	DSC 1 C	Organizational Behaviour	100	40	60	5	4
6.	DSC 2 C	Search Engine Optimization	100	40	60	5	4
7.	DSC 3 C	Financial Management	100	40	60	5	4
Total			650	200	450	29	24

BBA Semester - IV

Sl. No.	Course	Name of the Subject	Total Marks	Mid. Sem Exams	Sem. End Exams	Teaching Hours	Credits
1.	DSC 1D	Training and Development	100	40	60	5	4
2.	DSC 2D	Business Law	100	40	60	5	4
3.	DSC 3D	Micro, Small, Medium Enterprises Management	100	40	60	5	4
4.	DSC 4D	International Business	100	40	60	5	4
5.	DSC 5D	SEM & Affiliate Marketing	100	40	60	5	4
6.	DSC 6D	Cyber Law	100	40	60	5	4
7		Corporate Internship	100				
Total			700	160	440	30	24

*HVPE: May be taught by Telugu Teachers

**Analytical Skills: To be taught by Maths/Statistics teachers (and partly by English Teachers)

ACTION TAKEN REPORT ON BOS 2021-22

1. All the resolutions related to curricular aspects are complied with
2. additional inputs – Additional inputs were supplied to the students to reflect the changing business environment. Students were introduced of various online resources and institutional learning resources of ICAI and other professional bodies
3. Community Service Project – Community Service Project was conducted for the I and II Year Students on various social and developmental issues. Students actively participated in the project and submitted the reports as required. The reports were evaluated and sent for inclusion of credits for the students
4. Internship – internships were arranged in association with ICAI, Kakinada Chapter and VIKASA, East Godavari for the II Year students. Internship opportunities provided with local CA firms and industries.
5. Field trips – A field trip was conducted for the students to visit Maredumilli and nearby places of importance to make the students understand the indigenous cultures and to study tourism opportunities in the areas.
6. Certificate courses – Two certificate courses Securities Operations and Mutual Funds were introduced to improve the employability of the students. These certificate courses are aimed at making the students understand the working of financial markets.
7. Commemorative Days and Events – Several commemorative Days and Events such as Bank Nationalization Day, Income Tax Day, Women Entrepreneurs Day and World Investor Week etc. were conducted as part of the action plan.

AGENDA OF THE MEETING 2022-23

1. Discussion on Action Taken Report for BoS 2021-22
2. Approval of Program Outcomes, Program Specific Outcomes and Course Outcomes of B Com (EM), B Com (Computer Applications), B Com (CECS) and BBA (Digital Marketing) programs.
3. Approval of Syllabi, curriculum and academic activities of B Com (EM), B Com (Computer Applications), B Com (CECS) and BBA (Digital Marketing) programs for the academic year 2022-23.
4. Approval of Blue Prints, Model Question Papers and Question Banks for all UG Programs (I, II and III Years) in alignment with Bloom's Taxonomy
5. Approval of Scheme of Evaluation for Internal and External Evaluation for I & II Years – 50:50 pattern and III Year – 60:40 pattern
6. Approval of the activity wise breakup of Continuous Internal Assessment (CIA). I & II Years and III Year
7. Inclusion of additional inputs as necessary to each course for further extension of knowledge by students
8. Community Service Project for I Year students after II Semester
9. Internship and Apprenticeship/ On the Job Training for the II Year and III Year students
10. Approval of revised Panel of Question Paper Setters and Examiners.
11. Conduct of field trips / industrial visits and also provide extra credits to students for these activities.
12. Approval of provision for extra credits for free or paid online courses and MOOCS.
13. Continuation of two certificate courses namely i.e. Securities Operations and Mutual Funds to enable the students to gain better understanding of Financial Markets and to improve their employability.
14. Action Plan of the Department for 2022-23, including organizing seminars / workshops / training programs, webinars etc.,
15. Budget Proposals for the year 2022-23
16. Any other proposal with the permission of the Chair.

	P.R.Government College (Autonomous) Kakinada	Program & Semester I ST B.COM Ist SEMESTER			
Course Code	BUSINESS ORGANISATION MANAGEMENT				
Teaching	Hours Allocated: 75 (60+15)	L	T	P	C
Focus	Employability	4	1	-	4

Course Outcomes:

- Understand different forms of business organizations.
- Comprehend the nature of Joint Stock Company and formalities to promote a Company.
- Describe the Social Responsibility of Business towards the society. Critically examine the various organizations of the business firms and judge the best among them.
- Design and plan to register a business firm. Prepare different documents to register a company at his own.
- Articulate new models of business organizations

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Understand different forms of business organizations.	Understanding
CO2	Comprehend the nature of Joint Stock Company and formalities to promote a Company.	Application
CO3	Describe the Social Responsibility of Business towards the society.	Analyzing
CO4	Design and plan to register a business firm. Prepare different documents to register a company at his own.	Application
CO5	Articulate new models of business organizations	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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I B.COM (Gen, CA) w.e.f. 2020-21		
Subject	<u>1B: Business Organization & Management (Gen, CA.)</u>	
I- SEM	TIME: 21/2 Hours	Max marks:50 Credits: 4

UNIT I	<p>1.Introduction Concepts of Business, Trade, Industry and Commerce: Business – Meaning, Definition, Features and Functions of Business - Trade Classification – Aids to Trade</p> <p>2.Industry Classification and Commerce - Factors Influencing the Choice of Suitable form of Organisation</p>
UNIT II	<p>3.Forms of Business Organizations: Features,Merits and Demerits of Sole Proprietor Ship and Partnership Business - Features Merits and Demits of Joint Stock Companies</p> <p>4.Public Sector Enterprises (PSEs) - Multinational Corporations (MNCs)- Differences between Private Limited Public Limited Company</p>
UNIT III	<p>5.Company Incorporation: Preparation of Important Documents for Incorporation of Company</p> <p>6.Certificate of Incorporation and Certificate of Commencement of Business - Contents of Memorandum and Articles of Association - Contents of Prospectus</p>
<u>UNIT - IV</u>	<p>7. Management: Meaning Characteristics - Fayol's 14 Principles of Management 8.Administration Vs Management - Levels of Management</p>
<u>UNIT - V</u>	<p>9.Functions of Management: Different Functions of Management - Meaning - Definition – Characteristics Merits and Demits of Planning –</p> <p>10. Principles of Organisation – Line and staff of Organisation</p>

CO-PO Mapping:

(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3		2	3		3	1	2	2	3	2	3	2	3	2	2
CO2	3		3	3		3	3	1	3	3	3	2	1	3	1	3
CO3	2		2	3		3	2	2	2	3	2	2	3	2	2	1
CO4	3		3	2		2	3	3	1	1	3	1	2	2	2	3
CO5	3		3	2		2	3	3	1	1	3	1	2	3	2	2

Proposed Activities:

Examinations (Scheduled and surprise tests)

- Book Reading
- Student Seminars, Debates
- Quiz Programmes
- Assignments
- Co-operative learning
- Individual / Group Field Studies
- Group Discussions on problems relating to topics covered by syllabus
- Collecting prospectus of different companies through media
- Collection of news reports and maintaining a record of paper-cuttings relating to topics covered in syllabus
- Talk on current affairs about business, industry etc.
- Simple project work on development of Certificate of Incorporation, Prospectus and
- Certificate of commencement of business
- Biography of well-known management thinkers and managers of gigantic companies

Text Books:

1. Industrial Organization and Management, C.B.Guptha, Sultan Chand.
2. Business Organization - C.D.Balaji and G. Prasad, Margham Publications, Chennai.

3. Business Organization -R.K.Sharma and Shashi K Gupta, Kalyani Publications.
4. Business Organization & Management: Sharma Shashi K. Gupta, Kalyani Publishers
5. Business Organization & Management: C.R. Basu, Tata McGraw Hill
6. Business Organization & Management: M.C. Shukla S.Chand,
7. Business Organisation and Management, Dr. Neeru Vasishth, Tax Mann Publications.
8. Business Organisation and Management, Dr B E V L Naidu, Seven Hills International Publishers, Hyderabad.

Web links

1. <https://online.hbs.edu/blog/post/how-to-improve-management-skills>
2. https://onlinecourses.nptel.ac.in/noc21_mg30/preview
3. <https://kanchiuniv.ac.in/coursematerials/T1MC1%20Principles%20of%20management.pdf>
4. <https://www.peoi.org/Courses/Coursesen/mgt/fram6.html>
5. <https://www.coursera.org/learn/principles-of-management>
6. <https://www.ispatguru.com/development-of-management-skills>
7. <https://www.udemy.com/course/principles-of-management-j/>
8. https://saylordotorg.github.io/text_principles-of-management-v1.1/
9. <https://online.hbs.edu/blog/post/importance-of-business-skills>

Skill Development:

To know the knowledge about the Trade, Industry, Commerce, Form of Business Organizations – Financial Management, Marketing Management, Human Resource Management, Management Vs Administration.

Employability:

Plenty of employability opportunities in Business Forms-Finance-Marketing -Human Resource Management - Management and Administration like. Employee Relations Manager, Senior Employment Analyst, Human resources Manager, Management Consultant, Financial Analyst, Accountant, CPA, Marketing Consultant and Compensation and benefits Manager

Entrepreneurship

Many Entrepreneurial opportunities in Business Forms-Finance-Marketing -Human Resource Management - Management and Administration.

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	% change	Rationale
I	Corporate Social Responsibility - Sources of Finance	5%	To make the syllabus current and relevant
II	Joint venture – Hindu undivided family	4%	To make the syllabus current and relevant
III	Analysis of Incorporation	2%	To make the syllabus current and relevant
IV	Leadership–Direction-Planning - Staffing	4%	To include the part of HRM prerequisite
V	Centralisation and Decentralization	5%	To make the syllabus current and relevant

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM (Gen, CA) w.e.f. 2020-21		
Subject	1B: Business Organization & Management (Gen, CA)	
I- SEM	TIME: 21/2 Hours	Max Marks: 50

BLUE PRINT FOR THE QUESTION PAPER SETTING

S. No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of Question	Marks allotted to each Question	Total marks
<u>1</u>	Section–A Short Questions	6	5	30	4	5	20
	Section–B Essay Questions	6	10	60	3	10	30
Total Marks				90	Total Marks		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Very Short Questions 5 Marks	Essay Questions 10 Marks	Marks allotted to the chapter
Unit – I	2	2	30
Unit – II	1	1	15
Unit – III	1	1	15
Unit – IV	1	1	15
Unit – V	1	1	15
Total No.of.Questions	06	06	90

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM (Gen, CA) w.e.f. 2020-21		
Subject	<u>1B: Business Organization & Management (Gen, CA)</u>	
I– SEM	TIME: 21/2 Hours	Max Marks: 50
MODEL QUESTION PAPER		

Section-I

Answer any Four Questions from the following

4x5 =20 M

1. Write about trade classifications
2. Explain about Sole Proprietorship
3. Write about Articles of Association
4. Write about Administration
5. Write about Line Organization.
6. Public Company and Private Company

Section-II

Answer any three questions by attempting at least one question form each section

3x10 =30 M

PART - A

7. Explain about features of business?
8. Describe the aids to trade?
9. Write about merits of Partnership?

PART - B

10. Explain the clauses in Memorandum of Association?
11. Write about Fayol's management principles?
12. Write about merits of Planning?

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM (Gen, CA) w.e.f. 2020-21		
Subject	<u>IB: Business Organization & Management (Gen, CA)</u>	
I– SEM	TIME: 21/2 Hours	Max Marks: 50
QUESTION BANK		

Unit - 1

Essay

1. Define Business and state its features.
2. Discuss various objectives of business.
3. Distinguish between business, trade and commerce.

Short

1. Write about trade classifications.
2. Write about industry classifications.
3. What is meant by aids to trade.

Unit II

Essay

1. Write about merits of Partnership
2. Define the Joint Stock Company state the features of a company.
3. Distinguish between a public and private company.

Short

1. Explain about Sole Proprietorship
2. Public Company and Private Company
3. State the characteristics of partnership.

Unit III

Essay

1. Explain the clauses in Memorandum of Association.
2. Explain the process of company incorporation.
3. Define prospectus. State various contents which are apart of prospectus.

Short

1. Write about Articles of Association
2. Write about Prospectus
3. Write about the certificate of incorporation.

Unit IV

Essay

1. Write about Fayol's 14 Principles of Management.
2. Explain the levels of Management in organizations.
3. Distinguish between Management Vs Administration.

Short

1. Write about Management
2. Write about Administration
3. What is meant by scalar chain ?

Unit V

Essay

1. Explain the various functions of Management.
2. How far planning is useful to Management?
3. What is line organization? State its advantages and disadvantages.

Short

1. Write about Line Organization
2. Write about Staff Organization
3. Define planning.

	P.R.Government College (Autonomous) Kakinada	Program & Semester I ST B.COM., & I SEMESTER			
Course Code	BUSINESS ENVIRONMENT				
Teaching	Hours Allocated: 75 (60+15)	L	T	P	C
Focus		4	1	-	4

Course Outcomes:

1. Understand the concept of business environment.
2. Define Internal and External elements affecting business environment.
3. Explain the economic trends and its effect on Government policies.
4. Critically examine the recent developments in economic and business policies of the Government.
5. Evaluate and judge the best business policies in Indian business environment.
6. Develop the new ideas for creating good business environment.

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Understand the concept of business environment. Define Internal and External elements affecting business environment	Understanding
CO2	Explain the economic trends and its effect on Government policies	Application
CO3	Critically examine the recent developments in economic and business policies of the Government.	Analyzing
CO4	Evaluate and judge the best business policies in Indian business environment	Application
CO5	Develop the new ideas for creating good business environment.	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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UNIT I	1. Overview of Business Environment: Business Environment – Meaning – Characteristics Scope 2. Macro and Micro Dimensions of Business Environment - Environmental Analysis.
UNIT II	3. Economic Environment: Economic Environment – Nature of the Economy – Structure of Economy – Economic Policies & Planning the Economic Condition 4. NITI Ayog – National Development Council – Five Year Plans
UNIT III	5. Economic Policies: Economic Reforms and New Economic Policy – New Industrial Policy – Competition Law – Fiscal Policy 6. Objectives and Limitations – Monetary Policy and RBI
<u>UNIT – IV</u>	7. Social, Political and Legal Environment: Concept of Social Responsibility of Business towards Stakeholders – 8. Demonetisation, GST and their Impact - Political Stability – Legal Changes.
<u>UNIT – V</u>	9. Global Environment: Globalization – Meaning – Role of WTO – WTO Functions 10. IBRD– Trade Blocks, BRICS, SAARC, ASEAN in Globalisation

CO-PO Mapping:

(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

Proposed activities:

- ◆ Seminar on overview of business environment
- ◆ Debate on micro v/s macro dimensions of business environment
- ◆ Co-operative learning
- ◆ Seminar on Monetary policies of RBI
- ◆ Debate on social, political and legal environment
- ◆ Group Discussions on Global environment and its impact on business
- ◆ To learn about NITI Ayog and National Development Council
- ◆ Seminars on Economic policies like New Industrial policy, Fiscal policy etc.
- ◆ Reports on WTO, BRICS, SAARC etc.
- ◆ Examinations (Scheduled and surprise tests) on all units

Text Books:

- 1.K. Aswathappa : Essentials of Business Environment, Himalaya Publishing House
1. Francis Cherunilam : Business Environment, Himalaya Publishing House
2. Dr S Sankaran: : Business Environment, Margham Publications
3. S.K. Mishra and V.K. Puri : Economic Environment of Business, HPH
4. Rosy Joshi and Sangam Kapoor : Business Environment, Kalyani Publications
5. A C Fernando: Business Environment, Pearson
6. Dr V Murali Krishna, Business Environment, Spectrum Publications
7. Namitha Gopal, Business Environment, McGraw Hill

Web links

1. http://www.slideshare.net/ShompaDhali/business-environment-53111245?from_m_app=android
2. <http://www.slideshare.net/samuelpongen1/presentation-on-dimensions-of-business-environment>
3. http://www.slideshare.net/jennycortez9085/economic-environment-24925713?from_m_app=android
4. http://www.slideshare.net/ZafridZafrid/niti-ayog-83786784?from_m_app=android
5. <http://www.slideshare.net/KunalGawade2/economic-reforms-in-india->

[66670369?from_m_app=android](http://www.slideshare.net/sunil16688/new-industrial-policy-1991-69760943?from_m_app=android)

6. http://www.slideshare.net/sunil16688/new-industrial-policy-1991-69760943?from_m_app=android

7. http://www.slideshare.net/UthamalingamMurali/social-responsibility-51133455?from_m_app=android

8. http://www.slideshare.net/NickyCheerful/impact-of-gst-on-indian-economy?from_m_app=android

9. http://www.slideshare.net/amnindersekhon/world-trade-organisation-63725377?from_m_app=android

10. http://www.slideshare.net/amnindersekhon/world-trade-organisation-63725377?from_m_app=android

Skill development:

To acquire the knowledge of Business Environment ,NITI Ayog, Development Council, Five Year Plans, Monetary Policies, RBI, Social, Legal Political and Global Environment

Employability:

Plenty of employability opportunities available in various businesses in National and international level.

Entrepreneurship

More number of an entrepreneurial opportunities in global business.

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	% change	Rationale
I	Micro dimensions of business environment	5%	To make the syllabus current and relevant
II	Planning commission	4%	To make the syllabus relevant
III	Annual Financial budget	2%	To make the syllabus current and relevant
IV	Recent legal, technological and political changes	4%	To include the part of HRM prerequisite
V	Global recession	5%	To make the syllabus current and relevant

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM (Gen) w.e.f. 2020-21		
Subject	<u>1C: Business Environment (Gen)</u>	
I– SEM	TIME: 21/2 Hours	Max Marks: 50

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of Question	Marks allotted to each Question	Total marks
<u>1</u>	Section –A Short Questions	6	5	30	4	5	20
<u>2</u>	Section –B Essay Questions	6	10	60	3	10	30
Total Marks				90	Total Marks		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Very Short Questions 5 Marks	Essay Questions 10 Marks	Marks allotted to the chapter
Unit – I	2	2	30
Unit – II	1	1	15
Unit – III	1	1	15
Unit – IV	1	1	15
Unit – V	1	1	15
Total No.of.Questions	06	06	90

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM (Gen) w.e.f. 2020-21		
Subject	<u>1C: Business Environment (Gen,)</u>	
I– SEM	TIME: 21/2 Hours	Max Marks: 50
MODEL QUESTION PAPER		

Section-A

Answer any Four Questions from the following

4 X 5=20

- 1) Economic system.
- 2) Political system.
- 3) Regional imbalances.
- 4) Competition Act 2002.
- 5) Government Budget.
- 6) Business Environment.

Section-B

Answer any three questions by attempting at least one question form each section

3X 10=30

PART -A

- 7.What is meant by Business Environment? What are the Micro dimensions of it?
- 8.What is meant by Business Environment? What are the Macro dimensions of it?
9. What are the determinants of Economic Growth?

PART - B

- 10.Explain about the Industrial Policy, 1991?
- 11.Define Social Justice and explain its principles?What is the role of WTO in world trade?
- 12.What are the effects of globalization?

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM(Gen) w.e.f. 2020-21		
Subject	<u>1C: Business Environment (Gen,)</u>	
I– SEM	TIME: 21/2 Hours	Max marks : 50
QUESTION BANK		

Long Questions:

1. What is meant by Business Environment? What are the Micro dimensions?
2. What is meant by Business Environment? What are the Macro dimensions ?
3. How demographic variables influence the Business Environment.

UNIT - II

4. What are the determinants of Economic Growth?
5. Write about causes of regional imbalances.
6. What is NITI Aayog and what are its functions.

UNIT - III

7. Explain about the Industrial Policy.
8. Explain about New Economic Policy of 1991 and LPG regime.
9. Explain about RBI and Monetary Policy.

UNIT - IV

10. Define Social Justice and explain its principles.
11. What are the activities related to Social Justice.
12. Write about political system in India and importance of political stability for economic development.

UNIT - V

13. What are the functions of WTO.
14. What are the effects of globalization.
15. What are the major trade blocs.

Short Questions

1. Economic system
2. Political system
3. Regional imbalances
4. Growth Vs Development
5. Planning Commission
6. National Development Council
7. Fiscal policy

8. Government Budget
9. Positive Discrimination
10. Competition Act 2002
11. What is SAARC
12. BRICS

	P.R.Government College (Autonomous) Kakinada	Program & Semester			
Course Code	Fundamentals of Accounting	I B.COM - I SEM			
Teaching	Hours Allocated: 72 (Theory)	L	T	P	C
Pre-requisites:		4	1	-	4

Course Outcomes:

- Identify transactions and events that need to be recorded in the books of accounts.
- Equip with the knowledge of accounting process and preparation of final accounts of sole trader.
- Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP.
- Analyze the difference between cash book and pass book in terms of balance and make reconciliation.
- Critically examine the balance sheets of a sole trader for different accounting periods.
- Design new accounting formulas & principles for business organizations.

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Identify transactions and events that need to be recorded in the books of accounts.	Understanding
CO2	Equip with the knowledge of accounting process and preparation of final accounts of sole trader.	Application
CO3	Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP.	Analyzing
CO4	Analyze the difference between cash book and pass book in terms of balance and make reconciliation.	Application
CO5	Critically examine the balance sheets of a sole trader for different accounting periods. Design new accounting formulas & principles for business organizations.	Application

Course with focus on employability / entrepreneurship / Skill Development

modules

Skill Development		Employability		Entrepreneurship	
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UNIT I	<p>1. Need for Accounting – Definition – Objectives, – Accounting Concepts and Conventions -GAAP - Accounting Cycle - Classification of Accounts and its Rules – Bookkeeping and Accounting - Double Entry Book-Keeping</p> <p>2. Journalizing - Posting to Ledgers, Balancing of Ledger Accounts (including Problems).</p>
UNIT II	<p>3. Meaning and Definitions of Subsidiary books, Need and Importance of Subsidiary Books Types of Subsidiary Books -Cash Book, Three-column Cash Book- Petty Cash Book (including Problems).</p>
UNIT III	<p>4. Meaning and Definitions of Trial balance Methods of Trail Balance .</p> <p>5. Errors – Meaning – Types of Errors – Rectification of Errors – Suspense Account (including Problems)</p>
UNIT - IV	<p>6. Need for Bank Reconciliation - Reasons for Difference between Cash Book and Pass Book Balances- Preparation of Bank Reconciliation Statement - Problems on both Favourable and Unfavourable Balance (including Problems).</p>
UNIT - V	<p>7. Preparation of Final Accounts: Trading account – Profit and Loss account – Balance Sheet ,Final Accounts with Adjustments (including Problems).</p>

CO-PO Mapping:

(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

Proposed activities:

- Bridge Course for Non-commerce Students
- Practice of Terminology of Accounting
- Quiz, Word Scramble
- Co-operative learning
- Seminar
- Co-operative learning
- Problem Solving Exercises
- Matching, Mismatch
- Creation of Trial Balance
- Visit a firm (Individual and Group)
- Survey on sole proprietorship and prepare final accounts of concern
- Group Discussions on problems relating to topics covered in syllabus
- Examinations (Scheduled and surprise tests)
- Any similar activities with imaginative thinking beyond the prescribed syllabus

Text Books:

1. Ranganatham G and Venkataramanaiah, Fundamentals of Accounting, S Chand Publications
2. T.S.Reddy & A. Murthy, Financial Accounting, Margham Publications
3. S N Maheswari and SK Maheswari, Financial Accounting, Vikas Publications
4. R L Gupta & V K Gupta, Principles and Practice of Accounting, Sultan Chand & Sons
5. S.P. Jain & K.L Narang, Accountancy-I, Kalyani Publishers

6. Tulasian, Accountancy -I, Tata McGraw Hill Co.
7. V.K.Goyal, Financial Accounting, Excel Books
8. K. Arunjothi, Fundamentals of Accounting; Maruthi Publications
9. Prof EChandraiah : Financial Accounting Seven Hills International Publishers

Web links

1. <https://www.icsi.edu/media/webmodules/publications/FULL%20FAA%20PDF.pdf>
2. <https://deeppanacademy.com/pdf/cma/foundation/fundamentals-of-accounting.pdf>
3. https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Foundation-Paper2-Revised.pdf
4. <https://www.ddegjust.ac.in/studymaterial/bba/bba-104.pdf>
5. <https://www.tgct.gov.in/tgportal/staffcollege/DR%20ACTOs%2017.01.2020%20to%2018.02.2020/February%20-%202020%20%20PDF's/05.02.2020,%201.%20%20S.Srinivas%20Sir,%20Chartered%20Accountant,%20Accounting%20Fundamentals.pdf>
6. <https://ncert.nic.in/textbook/pdf/keac101.pdf>
7. <https://drnishikantjha.com/booksCollection/Financial%20Accounting%20-%20BMS%20.pdf>

Skill development:

To acquire the knowledge of book keeping, journals, ledgers, subsidiary books, trade account, profit and loss account balance sheet

Employability:

Plenty of employability opportunities in accounting segment like Accountants, Accounting Practitioners, Chartered Accountants and Company Secretaries

Entrepreneurship

More Entrepreneurial opportunities in Accounting and finance segment like Become a financial advisor, Start a crypto tax business, Start a blog, Start a payroll business, Start an online payment service, Start an accounting software business, Start a bookkeeping service, Start a tax preparation business, Become a CPA, Start a forensic accountancy service, Start an auditing firm and Start a risk management consulting business

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	% change	Rationale
I	Opening entry, joint entry , Discount, types of discount	5%	To make the syllabus current and relevant
II	Two column cash book	4%	To make the syllabus current and relevant
III	Types and methods of trail balance	2%	To make the syllabus current and relevant
IV	Passbook format and its contents	4%	To make the syllabus current and relevant
V	Opening entry, closing entry, transferring entry	5%	To make the syllabus current and relevant

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of Question	Marks allotted to each Question	Total marks
<u>1</u>	Section –A Short Questions	6	5	30	4	5	20
<u>2</u>	Section –B Essay Questions	6	10	60	3	10	30
Total Marks				90	Total Marks		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Very Short Questions 5 Marks	Essay Questions 10 Marks	Marks allotted to the chapter
Unit – I	2	2	30
Unit – II	1	1	15
Unit – III	1	1	15
Unit – IV	1	1	15
Unit – V	1	1	15
Total No.of.Questions	06	06	90

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM(RCCS,CA,CECS) w.e.f.2020-21		
Subject	FUNDAMENTALS OF ACCOUNTING	
I– SEM	TIME: 21/2 Hours	Max Marks: 50
MODEL QUESTION PAPER		

Time: 2 ½ Hrs.

Max. Marks: 50M

SECTION-I

Answer any FOUR of the following questions.

4x5 =20 Mark

1. Contents of Unit-I (Theory)
2. Contents of Unit-I (Theory)
3. Contents of Unit-II(Theory)
4. Contents of Unit-III(Theory)
5. Contents of Unit-IV(Theory)
6. Contents of Unit-V(Theory)

Section-II

Answer any three questions by attempting at least one question form each section

3x10 =30

PART - A

7. Contents of Unit-I (Theory & Problem)
8. Contents of Unit-I (Theory & Problem)
9. Contents of Unit-II (Theory & Problem)

PART - B

10. Contents of Unit-III (Theory & Problem)
11. Contents of Unit-IV (Theory & Problem)
12. Contents of Unit-V (Theory & Problem)

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM (Gen, CA) w.e.f. 2020-21		
Subject	Fundamentals of Accounting (Gen, CA)	
I– SEM	TIME: 2 1/2 Hours	Max Marks: 50
QUESTION BANK		

UNIT-I

INTRODUCTION TO ACCOUNTING

Essay questions

1. Explain the main objectives and functions of Fundamentals of Accounting.
2. Briefly explain about Accounting Concepts and Conventions?
3. Explain the advantages and limitations of fundamentals of accounting?
4. One problem on journal entries (or) ledger?

Short questions

1. What is an accounting cycle?
2. What is double entry system?
3. What is journal?

UNIT –II

SUBSIDIARY BOOKS

Essay questions

1. Write various types of subsidiary books?
2. Define cash book? Write about different types of cash book?
3. What is the difference between cash discount and trade discount?
4. one problem on Cash book (Three, petty cash book)

Short questions

1. What is Contra entry
2. Debit note and Credit note
3. Inward and Outward Invoice

UNIT-III

TRIAL BALANCE AND RECTIFICATION ERRORS

Essay questions

1. Define Trial balance? Explain how to prepare trial balance.

2. Write about the objectives and methods of preparing trial balance.
3. What is an error ? Explain various types of errors .

Short questions

1. Types of errors.
2. Suspense account.

UNIT-IV

BANK RECONCILIATION STATEMENTS

Essay questions

1. What is meant by Bank Reconciliation Statement ? why it is prepared ?
2. What are the causes for disagreement of cash book balance and pass book balance.
3. One problem on B.R.S .

Short questions

1. Briefly explain the significance of bank reconciliation statement
2. Why bank reconciliation statement is prepared .

UNIT-V: FINAL ACCOUNTS

Essay questions

1. What are the different types of Assets?
2. Capital Expenditure Vs Revenue Expenditure

Short questions

1. Revenue expenditure .
2. Trading a/c
3. Prepaid expenses.

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA						
DM 101	FUNDAMENTALS OF MARKETING AND DIGITAL MARKETING	I BBA (DM) - I Sem 2022-23				
Hours	75 (60 + 15)	L	T	P	C	
Focus	Employability	4	1	-	4	

Course Objective
Helps to identify core concepts of marketing and the role of marketing in society. Ability to collect process and analyse consumer and market data to make informed decisions. It also helps to understand pricing decisions. It focuses on the importance of digital marketing and its applications.

Course Outcomes and mapping with Blooms taxonomy					
Outcome		Description	Level		
		To understand	1 and		
Syllabus		basic marketing	2	Hours	
Unit	Content				
Unit I	Introduction to Market - Marketing, Marketing concept concept, marketing concept, Social marketing concept - Need and Significance of Marketing in Business Marketing environment and Identifying market segments-Basis for market segmentation.	Selling concepts, principles and Marketing environment		20%	
Unit II	Product and Product lines - Product hierarchy, Product classification, Product mix decisions - Product line decisions - Branding and Brand decisions, packing and labelling decision- Product life cycle-Strategies	environment		20%	
Unit III	Pricing: Setting the price, pricing process, pricing methods. Adapting price, Pricing Strategies, Marketing channels: The Importance of marketing channels-Channel design decisions - Channel management decisions-Channel Conflict: Types, Causes and managing the conflict.			25%	

Unit IV	Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM, Conceptual approaches to DM, Examples of good practices in DM, Digital Marketing-Need for Emails, Types of Emails, options in digital advertising, Mobile Marketing Overview of the B2B and B2C Mobile Marketing.		
Unit V	What are Blogs, Importance Of Blogs, Personal Blog, Corporate Blogs, Popular Blog Platforms, What are Tags, Widgets, Blog Optimization, Blog Stats.		
CO1			
CO2		To Know the process of packaging and labelling to attract the customers Comprehend the product life cycle and product line decisions.	1, 2 and 3
CO3		To understand the price setting process and	1 and 2

	strategies	
CO4	Ability to formulate and implement traditional and digital marketing and communications strategies. The applications of digital marketing in the globalized market Application and usage of E-mail advertisement and mobile marketing.	1, 2 and 3
CO5	Application and usage of Blog platforms.	1 and 2

References	
Books and Resources	1.Philip Kotler and Armstrong, Principles of Marketing, PHI 2.Philip Kotler, Marketing Management, PHI 3.V.S Ramaswamy and S. Namakuari, Marketing Management. 4.J.P. Gupta and Jyothi Rana, Principles of Marketing Management, R. Chand & Co. New Delhi. 4. Dave Evans., Susan Bratton (2010). Social Media Marketing: The Next Generation of Business Engagement.
Online Courses	https://www.coursera.org/google-digital/marketing-ecomm

Additional Inputs	
Topics to be explored	<ul style="list-style-type: none"> • KPIs of a real business • Organization structures of MNCs • Study of leadership traits of famous business leaders • Budgeting process in Government

Activities	
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Presentations

Group	<ul style="list-style-type: none"> • Discussions and Debates • Role plays • Field visits to industry • Guest lectures • Interaction with industry professionals
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Mapping of Cos with POs/PSOs

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	3	3	3	3	3	3	1	3	2	2	2
CO2	3	2	3	3	3	3	3	3	3	3	2	3	3	3	3
CO3	3	3	3	3	3	2	3	3	1	3	2	3	3	2	2
CO4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3	2	3	3	3	2

Syllabus Change AY 2022-23

Unit	Deletions/ Additions	Percentage change	Rationale
I	Reginal marketing and global marketing	5%	To make the syllabus current and relevant

II	Trade mark	4%	To make the syllabus current and relevant
III	Consumer behaviour on pricing.	6%	To make the syllabus current and relevant
IV	Technological changes in digital marketing in present era	4%	To include the part of HRM prerequisite
V	Blog creation	1%	To make the syllabus current and relevant

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I BBA DIGITAL MARKETING w.e.f. 2020-21		
Subject	<u>1C: Fundamentals of Marketing and Digital Markets.</u>	
I– SEM	TIME: 21/2 Hours	Max marks : 50
<u>BLUE PRINT FOR THE QUESTION PAPER SETTING</u>		

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of	To be given in the Question Paper	To be answered
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P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA							
I BBA DIGITAL MARKETING w.e.f. 2020-21							
Subject		<u>1C: Fundamentals of Marketing and Digital Markets.</u>					
I– SEM		TIME: 21/2 Hours			Max marks : 50		
MODEL QUESTION PAPER							
	Question	No. of Questions	Marks allotted to each Question	Total marks	No. of Question	Marks allotted to each Question	Total marks
1	Section – A Short Questions	6	5	30	4	5	20
2	Section – B Essay Questions	6	10	60	3	10	30
Total Marks				90	Total Marks		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Short Questions 5 Marks	Essay Questions 10 Marks	Marks allotted to the Unit
Unit – I	2	1	20
Unit – II	1	1	15
Unit – III	1	1	15
Unit – IV	1	1	15
Unit – V	1	2	25
Total No.of.Questions	06	06	90

PART-I

Answer any three questions by attempting at least one question form each section

3X 10 = 30 Marks

SECTION – A

1. Essay question from UNIT- I
2. Essay question from UNIT- II
3. Essay question from UNIT- III

SECTION – B

4. Essay question from UNIT- IV
5. Essay question from UNIT- V
6. Essay question from UNIT- V

PART – II

Answer any Four Questions from the following

4 X 5 = 20 Marks

7. Short answer question from UNIT – I
8. Short answer question from UNIT – I
9. Short answer question from UNIT – II
10. Short answer question from UNIT – III
11. Short answer question from UNIT – IV
12. Short answer question from UNIT – V

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I BBA DIGITAL MARKETING w.e.f. 2020-21		
Subject	<u>1C: Fundamentals of Marketing And Digital Markets.</u>	
I– SEM	TIME: 2 1/2 Hours	Max marks : 50
QUESTION BANK		

UNIT I

Essay questions

1. Discuss various environmental factors of Indian marketing environment.
2. Explain needs and significance of marketing in business.
3. Write a brief note on market segmentation. explain the basis for market segmentation.
4. Explain different marketing concept by giving suitable example.

Short questions:

1. Internal marketing environment
2. External marketing environment.
3. Marketing concepts.

UNIT –II

Essay questions

1. What do understand by product mix? Discuss the various product mix strategies.
2. Bring out the objectives of pricing. Explain the factors influencing pricing.
3. Write the stages involved in the product life cycle and the various strategies used in each stage.
4. What do you understand by branding? Explain types of the brands.

Short questions

1. Product line decision.
2. Product life cycle.
3. Branding.
4. Packing and labeling.
5. Product classification.

UNIT-III

Essay questions.

1. Bring out the objectives of pricing. explain the factors influencing pricing.

2. what are the different methods of pricing?
3. what is marketing channel? Explain types and causes of channel conflicts.

Short questions

1. What is pricing process.
2. Pricing methods.
3. Price skimming
4. Price penetration.

UNIT-IV

Essay questions

1. Define concept of digital marketing. Explain scope, Need and history of digital marketing.
2. Explain the good practices in digital marketing
3. What do understand by Email Marketing? Explain needs and types of email marketing.

Short questions

1. Concepts of digital marketing.
2. Email advertising.
3. Explain concepts of B2B and B2C mobile marketing.
4. Mobile marketing

UNIT V

Essay questions

1. What are blogs. Explain types of blogs.
2. What are tags. Explain widgets.

Short questions

1. Personal blogs.
2. Blog optimization.

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA					
DM 101	Principles of Management	I BBA (DM) - I Sem 2022-23			
Hours	75 (60 + 15)	L	T	P	C
Focus	Employability	4	1	-	4

Course Objective
To make the learners to understand and apply the principles, functions and processes of management and perform in a systematic manner

Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Understand the core principles and functions of management in various contexts	1 and 2
CO2	Understand the planning process, components and strategy formulation and perform in a systematic manner	1, 2 and 3
CO3	Understand different organizing features, methods of organizing and authority and responsibility relationships	1 and 2
CO4	Apply the process of supervision, motivation, leadership, communication to effectively deal with people	1, 2 and 3
CO5	Understand the Budgetary and Non budgetary controls and their relative importance in managing	1 and 2

Syllabus		
Unit	Content	Hours
Unit I	Introduction of Management - Definition- Nature and importance-Functions of Management-principles of management-levels of management-Global management – Multicultural issues – Managing the virtual business operations – Social responsibility	20%
Unit II	Planning - Nature and purpose of planning- planning process- types of plans based on time and purpose-Goals- Objectives- managing by objectives (MBO) – strategies and types – Tactics - KPIs – Planning tools	20%
Unit III	Organizing Nature and purpose of organizing- Organizing Structure-Span of control- Formal and Informal organization- Line and Staff authority-Matrix organization - Centralization and Decentralization-Delegation of authority – bureaucratic organization - virtual organization	15%
Unit IV	Staffing and manpower planning – Recruitment and appraisal - Directing- Supervision - Motivation - Motivation Theories- Leadership styles-Leadership theories-Communication- Barriers to effective communication	20%
Unit V	Controlling Process - controlling-Types of Control-Budgetary and non budgetary control techniques-Managing productivity- Cost Control-Purchase Control-Maintenance Control-Quality Control – information system controls	25%
References		
Books and Resources	<ul style="list-style-type: none"> • Gupta, Sharma and Bhalla; Principles of Business Management: Kalyani Publications;1st Edition • L.M.Prasda; Principales of Management; Sultan Chand and Sons, 6thEdition. • Harold Kooris & Hein Weihrich “Essentials of Management”, Tata McGraw-Hill,1998 • Joseph L Massie : “Essentials of Management”, Prentice Hall of India (Pearson) Fourth Edition 2003 • Principles of Management by Tripathi Reddy Tata McGraw-Hill 	

	<ul style="list-style-type: none"> • Management Theory & Practices J.N.Chandan • Management : Concepts and strategies By J.S.Chandan,Vikas Publishing
Online Courses	<p>Course on Principles of Management</p> <p>https://onlinecourses.nptel.ac.in/noc22_mg104/preview</p>

Additional Inputs	
Topics to be explored	<ul style="list-style-type: none"> • American Vs Japanese Management • KPIs of a real business • Organization structures of MNCs • Study of leadership traits of famous business leaders • Budgeting process in Government

Activities	
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Online games – Jeopardy, Crosswords and Word scramble • Presentations
Group	<ul style="list-style-type: none"> • Discussions and Debates • Role plays • Field visits to industry • Guest lectures • Interaction with industry professionals

Mapping of Cos with POs/PSOs

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	3	3	3	3	3	3	1	3	2	2	2
CO2	3	2	3	3	3	3	3	3	3	3	2	3	3	3	3
CO3	3	3	3	3	3	2	3	3	1	3	2	3	3	2	2
CO4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3	2	3	3	3	2

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
I	Global management – Multicultural issues – Managing the virtual business operations - Social responsibility	5%	To make the syllabus current and relevant
II	types of plans based on time and purpose-Goals – strategies and types –Tactics - KPIs – Planning tools	4%	To make the syllabus current and relevant
III	Span of control - Matrix organization - bureaucratic organization - virtual organization	4%	To make the syllabus current and relevant
IV	Staffing and manpower planning – Recruitment and appraisal	6%	To include the part of HRM prerequisite
V	information system controls	1%	To make the syllabus current and relevant

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I BBA (DIGITAL MARKETING) w.e.f. 2022-23		
Subject	<u>DM 101: PRINCIPLES OF MANAGEMENT</u>	
I– SEM	TIME: 21/2 Hours	Max marks : 50

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of .Questions	Marks allotted to each Question	Total marks	No. of. Question	Marks allotted to each Question	Total marks
1	Section –A Short Questions	6	5	30	4	5	20
2	Section –B Essay Questions	6	10	60	3	10	30
Total Marks				90	Total Marks		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Short Questions 5 Marks	Essay Questions 10 Marks	Marks allotted to the Unit
Unit – I	2	1	20
Unit – II	1	1	15
Unit – III	1	1	15
Unit – IV	1	1	15
Unit – V	1	2	25
Total No.of.Questions	08	06	90

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I BBA (DIGITAL MARKETING) w.e.f. 2022-23		
Subject	DM 101: PRINCIPLES OF MANAGEMENT	
I- SEM	TIME: 2 1/2 Hours	Max marks : 50
MODEL QUESTION PAPER		

Section - A

Answer any FOUR questions

4 X 5=20 M

1. Scientific Management
2. Global Management
3. MBO
4. Delegation of authority
5. Maslow Hierarchy of Needs theory
6. Types of controls

Section - B

Answer any three questions by attempting at least one question from each section

3X 10 = 30 Marks

PART - A

7. Define Management and explain the its functions
8. Define Planning and explain the nature of planning
9. Elucidate the principles of organization

PART - B

10. Explain the staffing function and the elements in it.
11. Define Controlling and describe the process of controlling
12. Discuss the Budget as a planning and controlling tool

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I BBA DIGITAL MARKETING w.e.f. 2022-23		
Subject	DM 101:_PRINCIPLES OF MANAGEMENT	
I– SEM	TIME: 21/2 Hours	Max marks : 50
QUESTION BANK		

Essay Questions

Unit :1

1. Define Management and explain the its functions
2. Discuss the nature of Management
3. Describe the levels of Management
4. Explain Henri Fayol's 14 Principles of Management

Short Questions

- 1.Scientific Management
2. Global Management
3. Virtual business operations
4. Social resonsibility of management

Unit :2

Essay Questions

1. Define Planning and explain the nature of planning
2. Explain the importance of planning
3. Elucidate the planning process
4. Prepare financial KPIs and explain the rationale in choosing them

Short Questions

1. Types of Plans
2. MBO
3. Objectives

4. Strategies

Unit :3

Essay Questions

1. Elucidate the principles of organization
2. Explain about types of organizations
3. Describe the Line Organization
4. Distinguish between Centralization and Decentralization

Short Questions

1. Delegation of authority
2. Decentralization
3. Span of control
4. Matrix organization

Unit :4

Essay Questions

1. Explain the staffing function and the elements in it.
2. Define Directing and describe the elements of Directing.
3. Explain Herzberg theory and apply to the business context.
4. Briefly explain the theories of Leadership

Short Questions

1. Leadership
2. Maslow Hierarchy of Needs theory
3. Communication
4. Semantic Barriers

Unit :5

Essay Questions

1. Define Controlling and describe the process of controlling
2. Discuss the Budget as a planning and controlling tool
3. Explain the Non Budgetary control techniques
4. Discuss the relationship between Planning and Controlling

Short Questions

- 1.Types of controls
2. Cost control
- 2.Quality control
3. Information system controls

	P.R.Government College (Autonomous) Kakinada	Program & Semester			
Course Code	MANAGERIAL ECONOMICS	Ist B.B.A I SEM			
Teaching	Hours Allocated: 72 (Theory)	L	T	P	C
Pre-requisites:		4	0	-	4

Course Outcomes:

1. Understand the concept of managerial economics.
2. Understand the roles of managers in firms.
3. Understand the internal and external decisions to be made by managers
4. Analyze the demand and supply conditions and assess the position of a company .
5. Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
6. Analyze real-world business problems with a systematic theoretical framework.

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Understand the concept of managerial economics.	Understanding
CO2	To apply marginal analysis to the “firm” under different market conditions	Application
CO3	Analyze the demand and supply conditions and assess the position of a company .	Analyzing
CO4	Understand the internal and external decisions to be made by managers	Application
CO5	Use economic analysis to evaluate controversial issues and policies.	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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UNIT I	<p>1. Nature, Scope and definition of managerial Economics, Applications of managerial Economics Micro Vs Macro Economics, Basic Principles of Managerial Economics, (5hours)</p> <p>2. Opportunity Cost principles, Incremental Principles, Principle of time perspective, Discounting Principles (5hours)</p>
UNIT II	<p>3. Law of Demand, Theory of demand, Shift in demand curves, Concept of measurement of elasticity of demand, (5hours)</p> <p>4. factors affecting elasticity of demand, Income elasticity of demand, Cross elasticity of demand. (5hours)</p>
UNIT III	<p>7. Meaning, Concepts of production, factors of production and production function, Fixed and variables factor, Law of variable proportion and law of returns to scale, concept of cost, cost function, short run cost, long run cost, (5hours)</p> <p>8. Economics and diseconomies of scale Explicit cost and implicit cost, private and social cost,</p>
<u>UNIT- IV</u>	<p>Price Determination in various markets: perfect competition, Monopoly, Monopolistic Competition, Oligopoly, Pricing in various market structures (10hours)</p>
<u>UNIT- V</u>	<p>9. Circular flow of income, National income concepts, Theory of income and Employment: Classical, Modern Approach, (5hours)</p> <p>10. Circular flow of income, national income concepts. (5hours)</p>

CO-PO Mapping:

(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)

	PO 1	PO 2	PO3	PO4	PO 5	PO6	PO 7	PO 8	PO9	PO1 0	PSO 1	PSO2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

Proposed activities:

- Assignments
- Student Seminars
- Quiz , JAM
- Study Projects
- Group Discussion
- Graphs on Demand function and demand curves
- Learning about markets
- The oral and written examinations (Scheduled and surprise tests),
- Market Studies
- Individual and Group project reports,
- Annual talk on union and state budget
- Any similar activities with imaginative thinking beyond the prescribed syllabus

Text Books: business economics

	<ul style="list-style-type: none">• .Managerial Economics by Ivan Png, Blackwell Publishers• Managerial Economics is a global economy by Dominick salvotare, Thomson south western Publications• Economics by Lipsy, Oxford University Press• Managerial Economics :Economics Tools or today's Decision makers by Paul.G.Keat and Philip.K.Y.Young Pearson Publications• Managerial Economics by L.Varshney and K.L.Maheswari, Sultan Chand and sons <p>Managerial Economics, D.N.Dwivedi, Vikas Publishing Co</p>
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Web links:

1. <https://theintactone.com/2019/08/31/ccsubba-managerial-economics/>
2. <https://theintactone.com/2020/11/11/ccsu-bba103-managerial-economics/>
3. <https://www.loyola.edu/departments/career-center/resources/majors/business-economics>
4. <https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree/economics>
5. <https://www.upes.ac.in/OBECourseOutlinesDocument>

Skill development:

Managerial economics major, you will develop strong critical thinking, analytical and research skills. You will also build a solid foundation in all areas of business— including marketing, finance and management — through several hands on learning programs that give students the opportunity to learn business by doing business.

Employability:

Managerial Economics provides a logical and quantitative way of analyzing various problems and concerns. Graduates have pursued opportunities as economists, financial analysts, or managers in business or economics

Entrepreneurship :

Managerial economics skills are traits an entrepreneur must have to run a business and ensure all business goals are met. Entrepreneurs with this skill set can oversee and manage operations of different departments because they possess a good understanding of each function. Business management skills include multitasking, delegating responsibilities and making critical business decisions.

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	% change	Rationale
I	Input -output economics	5%	To make the syllabus current and relevant
II	Derived demand	4%	To make the syllabus current and relevant
III	Cobb-Douglas production function	2%	To make the syllabus current and relevant
IV	Methodologies to measure market competitions	4%	To make the syllabus current and relevant
V	Product or value-added method of calculating national income	5%	To make the syllabus current and relevant

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I BBA (DIGITAL MARKETING) w.e.f. 2020-21		
Subject	<u>1B:</u> (MANAGERIAL ECONOMICS)	
I– SEM	TIME: 21/2 Hours	Max marks : 50

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of Question	Marks allotted to each Question	Total marks
<u>1</u>	Section –A Short Questions	6	5	30	4	5	20
<u>2</u>	Section –B Essay Questions	6	10	60	3	10	30
Total Marks				90	Total Marks		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Very Short Questions 5Marks	Essay Questions 10 Marks	Marks allotted to the chapter
Unit – I	2	2	30
Unit – II	1	1	15
Unit – III	1	1	15
Unit – IV	1	1	15
Unit – V	1	1	15
Total No.of.Questions	06	06	90

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I BBA (DIGITAL MARKETING) w.e.f. 2020-21		
Subject	<u>1B: (MANAGERIAL ECONOMICS)</u>	
I- SEM	TIME: 2 1/2 Hours	Max marks : 50
MODEL QUESTION PAPER		

Section-A

Answer any 4 questions.

5X 4=20 M

1. What is managerial economics?
2. Define elasticity of demand ?
3. Define diminishing marginal utility?
4. Difference Between explicit cost and implicit cost.
5. Explain concept of national income.
6. Scope of Managerial Economics.

Section-B

Answer any three questions by attempting at least one question from each section

3X 10 = 30 Marks

7. What do understand by managerial economics? explain nature and scope of managerial economics.
8. What are the basic principles of Managerial Economics ?
9. Define Demand , What are the Factors Which determines the Demand ?
10. What is elasticity of demand ? explain measurement of elasticity of demand?
11. Explain the Following Concepts.
 - A) Diminishing Marginal Utility
 - B) Marginal Rate of Substitution
12. Define the Law of supply Explain the Shift and Supply Curve with Suitable Examples?

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I BBA DIGITAL MARKETING w.e.f. 2020-21		
Subject	<u>1B: MANAGERIAL ECONOMICS</u>	
I– SEM	TIME: 21/2 Hours	Max marks : 50
QUESTION BANK		

Long Questions

Unit :1

1. What do understand by managerial economics? Explain nature and scope of Managerial economics?
2. What are the basic principles of Managerial Economics?
3. Difference between Micro and Macro Economics?

Short Questions

1. Incremental Principle
2. Discounting Principle
3. Principle of Time Prospective

Unit: 2

Long Questions

1. Define Demand. What are the Factors which determines the Demand?
2. What is elasticity of demand? Explain measurement of elasticity of demand.
3. What is the Factors Affecting the Elasticity of Demand?
4. Explain the types of Elasticity of Demand?

Short Questions

- 1.Shifting Demand Curve
- 2.Law of Demand
- 3..Cross Elasticity of Demand

Unit :3

Long Questions

- 1.Explain the Concept of Production function with one variable output ?
- 2.Define Cost, Explain the types of cost in Short and Long run ?
- 3.Explain Economies and Diseconomies of Scale ?

Short Questions

- 1.Fixed and Variable Cost ?
- 2.Implicit and Explicit Cost?
- 3.Long run and short run cost ?

Unit – 4

Long Questions:

1. What do you understand by market? Explain types of Competition?
2. Show the Price determination in Perfect Competition?
3. What are the features of Monopoly? How the price determined in this market?
4. What are the features of Monopolistic? How price can be determined in this?

Short Questions:

1. Oligopoly Markets
2. Kinked Demand curve.

Unit :5

Long Questions

1. What do you understand by National Income Explain the Theory of Income and Employment?
2. What do you understand by Circular flow of income? Explain the Theory of Income and Employment?
3. Explain the concept of National Income and Differentiate between Classical and Modern Approaches of National Income?

Short Questions

1. Circular Flow of National Income
2. Keynesian Approach

DCMS	P.R.Government College (Autonomous) Kakinada	Program & Semester Ist B.COM., II SEMESTER			
Course Code	BANKING THEORY AND PRACTICE				
Teaching	Hours Allocated: 72 (Theory)	L	T	P	C
Pre-requisites:		4	0	-	4

Course Outcomes:

- Understand the basic concepts of banks and functions of commercial banks.
- Demonstrate an awareness of law and practice in a banking context.
Engage in critical analysis of the practice of banking law.
- Organize information as it relates to the regulation of banking products and services.
- Critically examine the current scenario of Indian Banking system.
- Formulate the procedure for better service to the customers from various banking innovations.

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Understand the basic concepts of banks and functions of commercial banks.	Understanding
CO2	Demonstrate an awareness of law and practice in a banking context. Engage in critical analysis of the practice of banking law.	Application
CO3	Organize information as it relates to the regulation of banking products and services	Analyzing
CO4	Critically examine the current scenario of Indian Banking system.	Application
CO5	Formulate the procedure for better service to the customers from various banking innovations.	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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UNIT I	1.Introduction: Meaning & Definition of Bank – Functions of Commercial Banks – Credit Creation with Examples 2. Kinds of Banks – Central Banking Vs. Commercial Banking.
UNIT II	3.Banking Systems: Unit Banking, Branch Banking, Investment Banking - Innovations in Banking 4. E banking - Online and Offshore Banking, Internet Banking - Anywhere Banking - ATMs – RTGS- NEFT – Mobile Banking
UNIT III	5.Types of Banks: Indigenous Banking - Cooperative Banks, Regional Rural Banks, 6. SIDBI, NABARD - EXIM bank
UNIT– IV	7.Banker and Customer: Meaning and Definition of Banker and Customer – Types of Customers – 8.General Relationship and Special Relationship between Banker and Customer - KYC Norms.
UNIT– V	9. Collecting Banker and Paying Banker: Concepts - Duties & Responsibilities of Collecting Banker – Holder for Value – Holder in Due Course . 10 .Statutory Protection to Collecting Banker - Responsibilities of Paying Banker - Payment Gateways.

CO-PO Mapping:**(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO6 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO2 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

Proposed Activities:

1. Debates
2. Student Seminars
3. Quiz Programmes
4. Visit to Bank premises
5. Guest Lecture by Banking Official
6. Prepare a statement on periodical declarations of RBI like SLR, REPO etc
7. Collection, display and practicing of filling of different forms used in banks
8. Survey on customers satisfaction of Banking services
9. Know about KYC norms
10. Talk on latest trends in banking industry
11. Online Banking
12. Individual and group project reports
13. Current Affairs of Banking Sector
14. Examinations (Scheduled and surprise tests)
15. Any similar activities with imaginative thinking beyond the prescribed syllabus

Text Books:

1. Banking Theory: Law & Practice : K P M Sundram and V L Varshney,
Sultan Chand & Sons.
2. Banking Theory, Law and Practice : B. Santhanam;
Margam Publications.
3. Banking Theory and Practice, Seven Hills International Publishers,
Hyderabad.
4. Banking and Financial Systems: Aryasri, Tata McGraw-Hill Education
India.
5. Introduction to Banking : Vijaya Raghavan, Excelbooks.
6. Indian Financial System : M. Y. Khan, McGraw Hill Education.
7. Banking Theory and Practice, Jagroop Singh, Kalyani Publishers

Web links

1. http://www.slideshare.net/Vinor5/evolution-of-banking-250778789?from_m_app=android
2. http://www.slideshare.net/princessmorales921/central-banking-42820803?from_m_app=android
3. http://www.slideshare.net/CitiTrust/the-evolution-of-offshore-banking-in-tax-russia-2013?from_m_app=android
4. http://www.slideshare.net/ajiteshrivastava58/mobile-banking-40813485?from_m_app=android
5. [https://legalstudymaterial.com/relationship-between-banker-and-customer/#Relationship between banker and customer](https://legalstudymaterial.com/relationship-between-banker-and-customer/#Relationship%20between%20banker%20and%20customer)
6. <https://exactend.com/paying-banker-duties-rights.html#:~:text=The%20duty%20of%20the%20paying,the%20transaction%20will%20be%20processed.>

Skill Development:

- To acquire the knowledge of Indian banking system, Types of banking, Innovative banking activities, relationship between bankers and customers, KYC Form and paying and collecting banker's activities.

Employability:

- Plenty of employability opportunities in banking sector i.e Clarks, Managers, Director and self-employability activities like service providers, Mini ATMs, Loans

Entrepreneurship

- Enough entrepreneurial opportunities and start-ups are available in banking sector like Micro-finance Bank - Finance Consulting Firm -Mutual Funds -Investment Agency -Gold Loan Company -Fundraising Consultants Private Finance Blogs - Insurance Agency-Retail Loan Brokerage Company-Business for Deal Broking- Forex Trading -Debt Collection Agent-Tariff Consulting-Angel Investment Company'-Audit Firm-Commercial Bank-Freelance Bookkeeping-Stock Broking - Tax Consulting.

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	% change	Rationale
I	Farmers access to Agricultural Credit System	5%	To make the syllabus current and relevant
II	Technological changes in present era	4%	To make the syllabus relevant
III	SFC, HDFC and IDBI	2%	To make the syllabus current and relevant
IV	Technological changes in present era	4%	To make the syllabus current and relevant
V	Technological changes in present era	5%	To make the syllabus current and relevant

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM (Gen, CA) w.e.f. 2020-21		
Subject	<u>2C: Banking Theory & Practices (Gen, CA)</u>	
II– SEM	TIME: 21/2 Hours	Max marks : 50

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of Question	Marks allotted to each Question	Total marks
<u>1</u>	Section –A Short Questions	6	5	30	4	5	20
<u>2</u>	Section –B Essay Questions	6	10	60	3	10	30
Total Marks				90	Total Marks		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Very Short Questions 4 Marks	Essay Questions 8 Marks	Marks allotted to the chapter
Module – I	2	2	30
Module – II	1	1	15
Module – III	1	1	15
Module – IV	1	1	15
Module – V	1	1	15
Total No.of. Questions	06	06	90

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM(Gen, CA & CECS) w.e.f. 2020-21		
Subject	<u>2C: Banking Theory & Practices (Gen.)</u>	
II– SEM	TIME: 2 1/2 Hours	Max marks : 50
MODEL QUESTION PAPER		

Time: 2 1/2 Hours

(Max. Marks: 50)

Section-I

Answer any FOUR of the following questions

[4X5=20]

1. Contents of Unit-I
2. Contents of Unit-I
3. Contents of Unit-II
4. Contents of Unit-III
5. Contents of Unit-IV
6. Contents of Unit-V

Section-II

Answer any three questions by attempting at least one question from each section 3x10 =30 M

PART - A

7. Contents of Unit-I
8. Contents of Unit-I
9. Contents of Unit-II

PART - B

10. Contents of Unit-III
11. Contents of Unit-IV
12. Contents of Unit-V

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM(Gen, CA & CECS) w.e.f. 2020-21		
Subject	<u>2C: Banking Theory & Practices (Gen.)</u>	
II– SEM	TIME: 21/2 Hours	Max marks : 50
QUESTION BANK		

Unit I: Introduction

10 arks

1. Describe the functions of Commercial Banks.
2. Describe the functions of RBI.
3. Distinguish between Central Bank and Commercial Banks?

5 Marks

1. Credit creation
2. Kinds of Banks
3. Commercial bank

Unit II: Banking Systems

10 Marks

1. Explain the merits of Branch banking
2. Explain the advantages of internet banking.
3. Difference between Branch banking and Unit banking

5Marks

1. Unit Banking
2. Mobile Banking
3. Online Banking

Unit III: Types of Banks

10 Marks

1. Write about functions of SIDBI.
2. Describe the functions of NABARD
3. Distinguish between Regional Rural Banks and Cooperative banks?

5Marks

1. NABARD
2. Urban Cooperative Banks
3. EXIM Bank

Unit IV : Banker and Customer

10 Marks

1. Describe the relationship between the Bankers and Customers.
2. Explain the rights of the bankers in general.
3. Explain the types of various Customers.

5.Marks

1. Customer – Meaning and Definition
2. **Banker** - Meaning and Definition
3. KYC Norms.

Unit V : Collecting Banker and Paying Banker

10Marks

1. Explain the responsibilities of collecting banker
2. Explain the responsibilities of paying banker
3. Explain the duties of Collecting Banker.

5Marks

1. Holder for Value
2. Payment Gateway
3. Collecting Banker

	P.R.Government College (Autonomous) Kakinada	Semester Ist B.COM II SEM			
Course Code	BUSINESS ECONOMICS				
Teaching	Hours Allocated: 72 (Theory)	L	T	P	C
Pre-requisites:		4	1	-	4

Course Outcomes:

- Describe the nature of economics in dealing with the issues of scarcity of resources.
- Analyze supply and demand analysis and its impact on consumer behavior.
- Evaluate the factors, such as production and costs affecting firms behavior.
- Recognize market failure and the role of government in dealing with those failures.
- Use economic analysis to evaluate controversial issues and policies.

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	To understand the concepts of cost, nature of production and its relationship to Business operations.	Understanding
CO2	To apply marginal analysis to the “firm” under different market conditions.	Application
CO3	To analyse the causes and consequences of different market conditions.	Analyzing
CO4	To integrate the concept of price and output decisions of firms under various market structure	Application
CO5	Use economic analysis to evaluate controversial issues and policies.	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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UNIT I	1.Introduction: Meaning and Definitions of Business Economics - Nature and Scope of Business Economics 2.Micro and Macro Economics and their Interface.
UNIT II	3.Demand Analysis: Meaning and Definition of Demand – Determinants to Demand –Demand Function -Law of Demand – Demand Curve – Exceptions to Law of Demand 4.Elasticity of Demand – Measurements of Price Elasticity of Demand
UNIT III	5.Production, Cost and Revenue Analysis: Concept of Production Function – Law of Variable Proportion -Law of Returns to Scale – 6. Cost concept curves , and indifference curve analysis
UNIT- IV	7. <i>Market Structure: Concept of Market – Classification of Markets - Perfect Competition – Characteristics (5hrs)</i> 8.Equilibrium Price -Monopoly – Characteristics – Equilibrium Under Monopoly.
UNIT- V	9.National Income :Meaning – Definition – Measurements of National Income - Concepts of National Income – 10.Components of National Income-Problems in Measuring National Income

CO-PO Mapping:**(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

Proposed activities:

- Assignments
- Student Seminars
- Quiz , JAM
- Study Projects
- Group Discussion
- Graphs on Demand function and demand curves
- Learning about markets
- The oral and written examinations (Scheduled and surprise tests),
- Market Studies
- Individual and Group project reports,
- Annual talk on union and state budget
- Any similar activities with imaginative thinking beyond the prescribed syllabus

Text Books:

- 1.Business Economics -Sankaran, Margham Publications, Chennai.
- 2.Business Economics - Kalyani Publications.
- 3.Business Economics - Himalaya Publishing House.
- 4.Business Economics - Aryasri and Murthy, Tata McGraw Hill.
- 5.Business Economics -H.L Ahuja, Sultan Chand & Sons
- 6.Principles of Economics -Mankiw, Cengage Publications

7. Fundamentals of Business Economics -Mithani, Himalaya PublishingHouse

8.Business Economics -A.V. R. Chary, Kalyani Publishers, Hyderabad.

9.Business Economics -Dr K Srinivasulu, Seven Hills International Publishers.

Web links:

1.<https://in.indeed.com/career-advice/career-development/entrepreneur-skills>

2. <https://www.loyola.edu/departments/career-center/resources/majors/business-economics>

3.<https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree/economics>

4.<https://www.upes.ac.in/OBECourseOutlinesDocument>

Skill development:

In a business economics concepts , you will develop strong critical thinking, analytical and research skills. You will also build a solid foundation in all areas of business — including , finance and management — through several hands on learning programs that give students the opportunity to learn business by doing business.

Employability:

A Business Economics degree provides a logical and quantitative way of analyzing various problems and concerns. Graduates have pursued opportunities as economists, financial analysts, or managers in business or economics

Entrepreneurship :

Business economics skills are traits an entrepreneur must have to run a business and ensure all business goals are met. Entrepreneurs with this skill set can oversee and manage operations of different departments because they possess a good understanding of each function. Business management skills include multitasking, delegating responsibilities and making critical business decisions.

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	% change	Rationale
I	Input -output economics	5%	To make the syllabus current and relevant
II	Derived demand	4%	To make the syllabus current and relevant
III	Cobb-Douglas production function	2%	To make the syllabus current and relevant
IV	Methodologies to measure market competitions	4%	To make the syllabus current and relevant
V	Product or value-added method of calculating national income	5%	To make the syllabus current and relevant

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM(EM, CA) w.e.f. 2020-21		
Subject	<u>2B: Business Economics (Gen, CA)</u>	
II– SEM	TIME: 21/2 Hours	Max marks : 50

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of .Questions	Marks allotted to each Question	Total marks	No. of. Question	Marks allotted to each Question	Total marks
<u>1</u>	Section –A Short Questions	6	5	30	4	5	20
<u>2</u>	Section –B Essay Questions	6	10	60	3	10	30
Total Marks				90	Total Marks		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Very Short Questions 5 Marks	Essay Questions 10 Marks	Marks allotted to the chapter
Unit – I	2	2	30
Unit – II	1	1	15
Unit – III	1	1	15
Unit – IV	1	1	15
Unit – V	1	1	15
Total No.of.Questions	06	06	90

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM (TM, EM and CA) w.e.f.2020-21		
Subject	<u>2B: Business Economics (Gen, CA)</u>	
II – SEM	TIME: 2 1/2 Hours	Max marks : 50

SECTION-I

Answer any FOUR of the following questions.

4x5 =20

1. Contents of Unit-I (Theory)
2. Contents of Unit-I (Theory)
3. Contents of Unit-II(Theory)
4. Contents of Unit-III(Theory)
5. Contents of Unit-IV(Theory)
6. Contents of Unit-V(Theory)

Section-II

Answer any three questions by attempting at least one question form each section 3x10 =30

PART - A

7. Contents of Unit-I (Theory & Problem)
8. Contents of Unit-I (Theory & Problem)
9. Contents of Unit-II (Theory & Problem)

PART - B

10. Contents of Unit-III (Theory & Problem)
11. Contents of Unit-IV (Theory & Problem)
12. Contents of Unit-V (Theory & Problem)

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM(Gen, CA &) w.e.f. 2020-21		
Subject	<u>2B: Business Economics (Gen, CA)</u>	
II–SEM	TIME: 21/2 Hours	Max marks : 50
QUESTION BANK		

UNIT -1

- 1) Nature and scope of business economics.
- 2) Discuss various characteristics of business economics
- 3) Define Micro and Macro Economics. Distinguish between these two?

UNIT-2

- 1) Why the demand curve sloping down from left to right.
- 2) Define elasticity of demand ?measures of price elasticity of demand.
- 3) Types of price elasticity of demand.

UNIT-3

- 1) Explain the concept of production function.
- 2) Define BEP ? uses and limitations of BEP.
- 3) Explain classification of cost .

UNIT-4

- 1) Define perfect competition market? And its characteristics.
- 2) Explain the price determination under Monopoly.
- 3) Difference between Monopoly market and perfect competition market .

UNIT-5

- 1) Define National income ? Measures of national income.
- 2) Explain the Concepts of national income.
- 3) What are the problems in measuring of National Income.

SHORT QUESTIONS

1. Discuss Nature of Business Economics.
2. Discuss Scope of Business Economics.
3. Meaning and definition of Economics.
4. Basic concepts of Macro Economics.
5. Meaning and definition of Demand.
6. Explain the features of Law of Demand.
7. State the assumptions of Law of Demand.
8. Discuss the types of Elasticity of Demand.
9. Demand Functions.
10. What is Production function
11. What is Break Even Analysis.
12. Define Market
13. Equilibrium Price
14. Price Discrimination
15. Define national income.

	P.R.Government College (Autonomous) Kakinada	Program& Semester IB.COM II SEMESTER			
Course Code	Financial Accounting				
Teaching	Hours Allocated: 72(Theory)	L	T	P	C
Pre-requisites:		4	0	-	4

Course Outcomes:

- Understand the concept of consignment and learn the accounting treatment of the various aspects of consignment.
- Analyze the accounting process and preparation of accounts in consignment and joint venture.
- Distinguish Joint Venture and Partnership and to learn the methods of maintaining records under Joint Venture.
- Determine the useful life and value of the depreciable assets and maintenance of Reserves in business entities.
- Design an accounting system for different models of businesses at his own using the principles of existing accounting system.

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Understand the concept of consignment and learn the accounting treatment of the various aspects of consignment	Understanding
CO2	Distinguish Joint venture and partnership and to learn the methods of maintaining records under joint venture	Application
CO3	Analyze the accounting process and preparation of accounts in consignment and joint venture	Analyzing
CO4	Determine the useful life and value of the depreciable assets and maintenance of reserves in business entities	Application
CO5	Design an accounting system for different modes of businesses at his own using the principles of existing accounting system	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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UNIT I	<p>1.Depreciation: Meaning and Causes of Depreciation - Methods of Depreciation:</p> <p>2. Straight Line – Written Down Value –Annuity and Depletion Method (including Problems).</p>
UNIT II	<p>3.Provisions and Reserves: Meaning – Provision vs. Reserve – Preparation of Bad Debts Account – Provision for Bad and Doubtful Debts</p> <p>4. Provision for Discount on Debtors - Provision for Discount on Creditors - Repairs and Renewals Reserve A/c (Theory only)</p>
UNIT III	<p>5.Bills of Exchange: Meaning of Bill – Features of Bill – Parties in the Bill – Discounting of Bill – Renewal of Bill</p> <p>6. Entries in the Books of Drawer and Drawee (including Problems).</p>
UNIT IV	<p>7.Consignment Accounts: Consignment - Features - Proforma Invoice - Account Sales – Del-credere Commission - Accounting Treatment in the Books of Consigner and Consignee - Valuation of Closing Stock - Normal and Abnormal Losses (including Problems).</p>
UNIT –V	<p>8.Joint Venture Accounts: Joint Venture - Features - Difference between Joint- Venture and Consignment – Accounting Procedure</p> <p>9. Methods of Keeping Records–One Vendor Keeps the Accounts and Separate Set off Books Methods (including Problems).</p>

CO-PO Mapping:**(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

Proposed Activities:

- Quiz Programs
- Problem Solving Exercises
- Co-operative learning
- Seminar
- Group Discussions on problems relating to topics covered by syllabus
- Reports on Proforma invoice and account sales
- Visit a consignment and joint venture firms (Individual and Group)
- Collection of proforma of bills and promissory notes
- Examinations (Scheduled and surprise tests)
- Any similar activities with imaginative thinking beyond the prescribed syllabus

Text Books:

- R.L. Gupta & V.K. Gupta, Principles and Practice of Accounting
- S.P. Jain & K.L. Narang, Accountancy-I
- Tulsan, Accountancy-I
- V.K. Goyal, Financial Accounting
- T.S. Grewal, Introduction to Accountancy
- Haneef and Mukherjee, Accountancy-I
- Arulanandam and Ramana, Advanced Accountancy

- S.N.Maheshwari&V.L.Maheswari, Advanced Accountancy-I
- Prof E Chandraiah, Financial

Web links

1. <http://www.slideshare.net/AshwiniTantry/causes-of-depreciation>
2. <http://www.slideshare.net/AashishSingh6/methods-of-depreciation>
3. <http://www.slideshare.net/byjuantony3/reserves-and-provisions>
4. <http://www.slideshare.net/zahidrps/bad-debts-4>
5. <http://www.slideshare.net/AkashSaha25/bills-of-exchange>
6. <http://www.slideshare.net/zahidrps/bad-debts->
7. <http://www.slideshare.net/RAJESHKUMAR1936/consignment>
8. <http://www.slideshare.net/ShradhanjaliBiswal2/concept-of-normal-and-abnormal-loss>
9. http://www.slideshare.net/bdbbhatt7/joint-venture-63664638?from_m_app=android
10. http://www.slideshare.net/tecbizplan/record-keeping-66730372?from_m_app=android

Skill development:

Financial accounting is a useful skill in many business areas, so utilize the course demonstrate accounting knowledge in various job interviews. Take your career to the next level with enhanced knowledge of financial and cash flow statement preparation.

Employability:

Results Show that Employability Skills of the Student Particularly Fundamental Skills, Teamwork Skills, Personal Management Skills as Assessed by the Various Aspects.

Entrepreneurship

Learning how to budget, choosing sensible investment and borrowing responsibly are three of the most valuable money management skills any entrepreneur can have.

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	% change	Rationale
I	Various causes of Depreciation	5%	To make the syllabus current and relevant
II	General Reserves as per the Companies Act 2013	4%	To make the syllabus current and relevant
III	Accommodation bills	2%	To make the syllabus current and relevant
IV	Invoice price and invoice on Cost Price	4%	To make the syllabus current and relevant
V	Memorandum joint venture account	5%	To make the syllabus current and relevant

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of. Question	Marks allotted to each Question	Total marks
<u>1</u>	Section -A Short Questions	6	5	30	4	5	20
<u>2</u>	Section -B Essay Questions	6	10	60	3	10	30
Total Marks				90	Total Marks		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Very Short Questions 5 Marks	Essay Questions 10 Marks	Marks allotted to the chapter
Unit - I	2	2	30
Unit -II	1	1	15
Unit -III	1	1	15
Unit -IV	1	1	15
Unit -V	1	1	15
Total No. of. Questions	06	06	90

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM(RCCS,CA,CECS) w.e.f.2020-21		
Subject	<u>Financial Accounting</u>	
I- SEM	TIME: 2 1/2 Hours	Max Marks: 50
MODEL QUESTION PAPER		

Time: 2 ½ Hrs.

Max. Marks: 50M

Time: 2 1/2 Hours

(Max. Marks: 50)

Section-I

Answer any FOUR of the following questions

[4X5=20]

1. Contents of Unit-I
2. Contents of Unit-I
3. Contents of Unit-II
4. Contents of Unit-III
5. Contents of Unit-IV
6. Contents of Unit-V

Section-II

Answer any three questions by attempting at least one question from each section 3x10 =30 M

PART - A

7. Contents of Unit-I
8. Contents of Unit-I
9. Contents of Unit-II

PART - B

10. Contents of Unit-III
11. Contents of Unit-IV
12. Contents of Unit-V

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM(RCCS,CA,CECS) w.e.f.2020-21		
Subject	<u>Financial Accounting</u>	
I– SEM	TIME: 21/2 Hours	Max Marks: 50
QUESTION BANK		

UNIT-I : DEPRECIATION

Essay questions

1. What is meant by depreciation ?state various calculation methods of depreciation
2. Explain the causes of depreciation?
3. Problem on depreciation (SLM) (D.B.M)

Short questions

1. Sinking fund
2. Annuity method
3. Diminishing method

UNIT –II:

PROVISIONS AND RESERVES

Essay questions

1. Explain the different types of reserves?
2. Explain the provisions of reserve .

Short questions

1. Secret reserve
2. Reserves and provisions

UNIT-III BILLS OF EXCHANGE

Essay questions

1. Distinguish various types of Bills.
2. Difference between Promissory Note and Bill
3. Explain the Features of bill.

Short questions

- 1 Dishonor of bill
- 2 Parties of bill
- 3 Renovation of bill

UNIT-IV CONSIGNMENT ACCOUNT

Essay questions

1. Explain the features of Consignment
2. Difference between Consignment and Joint Venture
3. Difference between Normal Loss & Abnormal Loss
4. Problem on (closing stock, invoice ,abnormal loss)

Short questions

1. Normal Loss, Abnormal Loss
2. Del-Credere Commission
3. Proforma Invoice

UNIT-V: JOINT VENTURE

Essay questions

1. Explain the features of joint venture?
2. Difference between Joint Venture and Partnership.
3. Problem on Joint Venture

Short questions

1. Co-Venture
2. Joint bank

	P.R.Government College (Autonomous)	Program & Semester I BBA - I SEM			
Course Code	Accounting For Managers				
Teaching	Hours Allocated: 72 (Theory)	L	T	P	C
Pre-requisites:		4	0	-	4

Course Outcomes:

- Identify transactions and events that need to be recorded in the books of accounts.
- Equip with the knowledge of accounting process and preparation of final accounts of sole trader.
- Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP.
- Analyze the difference between cash book and pass book in terms of balance and make reconciliation.
- Critically examine the balance sheets of a sole trader for different accounting periods.
- Design new accounting formulas & principles for business organizations.

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Identify transactions and events that need to be recorded in the books of accounts.	Understanding
CO2	Equip with the knowledge of accounting process and preparation of final accounts of sole trader.	Application
CO3	Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP.	Analyzing
CO4	Analyze the difference between cash book and pass book in terms of balance and make reconciliation.	Application
CO5	Critically examine the balance sheets of a sole trader for different accounting periods. Design new accounting formulas & principles for business organizations.	Application

**Course with focus on employability / entrepreneurship / Skill Development
modules**

Skill Development		Employability		Entrepreneurship	
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UNIT I	1. Need for Accounting-Definition-Objectives-Book keeping and Accounting-Accounting concepts and Conventions-Accounting Cycle-Classification of Accounts and its rules. 2. Double Entry book-keeping - Journalization -Posting to edges; Balancing of ledger accounts (Problems)Difference between Manual accounts and computerized accounts.
UNIT II	3. Introduction to Talley. 3.Types of Subsidiary Books – Cash Book, Three-column Cash Book- 4.Petty Cash Book (including Problems).
UNIT III	5.Preparation of Trial balance – Errors – Meaning – Types of Errors – Rectification of Errors – 6. Suspense Account (including Problems)
UNIT – IV	7.Need for Bank Reconciliation – Reasons for Difference between Cash Book and Pass Book Balances- 8.Preparation of Bank Reconciliation Statement – Problems on both Favourable and Unfavorable Balance (including Problems).
UNIT – V	9.Preparation of Final Accounts: Trading account – Profit and Loss account – Balance Sheet – 10.Final Accounts with Adjustments (including Problems).

CO-PO Mapping:

(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], ‘-’ : No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

Proposed activities:

- Bridge Course for Non-commerce Students
- Practice of Terminology of Accounting
- Quiz, Word Scramble
- Co-operative learning
- Seminar
- Co-operative learning
- Problem Solving Exercises
- Matching, Mismatch
- Creation of Trial Balance
- Visit a firm (Individual and Group)
- Survey on sole proprietorship and prepare final accounts of concern
- Group Discussions on problems relating to topics covered in syllabus
- Examinations (Scheduled and surprise tests)
- Any similar activities with imaginative thinking beyond the prescribed syllabus

Text Books:

1. Ranganatham G and Venkataramanaiah, Fundamentals of Accounting, S Chand Publications
2. T.S.Reddy& A. Murthy, Financial Accounting, Margham Publications
3. S N Maheswari and SK Maheswari, Financial Accounting, Vikas Publications
4. R L Gupta & V K Gupta, Principles and Practice of Accounting, Sultan Chand & Sons
5. S.P. Jain & K.L Narang, Accountancy-I, Kalyani Publishers
6. Tulasian, Accountancy –I, Tata McGraw Hill Co.
7. V.K.Goyal, Financial Accounting, Excel Books
8. K. Arunjothi, Fundamentals of Accounting; Maruthi Publications
9. Prof Echandraiah : Financial Accounting Seven Hills International Publishers

Web links:

- 1.<https://www.adelaide.edu.au/course-outlines/008258/1/tri-2/2014/>
- 2.<http://web.boun.edu.tr/nuhoglun/lectures/AD570/description>
- 3.<https://www.sxccal.edu/wp-content/uploads/2020/01/MBA-Accounting-Managers-1stYear.pdf>

Skill development:

To acquire the knowledge of book keeping, journals, ledgers, subsidiary books, trade account, profit and loss account balance sheet

Employability:

Plenty of employability opportunities in accounting segment like Accountants, Accounting Practitioners, Chartered Accountants and Company Secretaries

Entrepreneurship

More Entrepreneurial opportunities in Accounting and finance segment like Become a financial advisor, Start a crypto tax business, Start a blog, Start a payroll business, Start an online payment service, Start an accounting software business, Start a bookkeeping service, Start a tax preparation business, Become a CPA, Start a forensic accountancy service, Start an auditing firm and Start a risk management consulting business

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	% change	Rationale
I	Opening entry, joint entry, Discount, types of discount	5%	To make the syllabus current and relevant
II	Two column cash book	4%	To make the syllabus current and relevant
III	Types and methods of trail balance	2%	To make the syllabus current and relevant
IV	Passbook format and its contents	4%	To make the syllabus current and relevant
V	Opening entry, closing entry, transferring entry	5%	To make the syllabus current and relevant

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of Question	Marks allotted to each Question	Total marks
<u>1</u>	Section –A Short Questions	6	5	30	4	5	20
<u>2</u>	Section –B Essay Questions	6	10	60	3	10	30
Total Marks				90	Total Marks		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Very Short Questions 5 Marks	Essay Questions 10 Marks	Marks allotted to the chapter
Unit – I	2	2	30
Unit – II	1	1	15
Unit – III	1	1	15
Unit – IV	1	1	15
Unit – V	1	1	15
Total No.of.Questions	06	06	90

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM(RCCS,CA,CECS) w.e.f.2020-21		
Subject	FUNDAMENTALS OF ACCOUNTING	
I– SEM	TIME: 21/2 Hours	Max Marks: 50
MODEL QUESTION PAPER		

Time: 2 ½ Hrs.

Max. Marks: 50M

SECTION-I

Answer any FOUR of the following questions.

4x5 =20 Mark

1. Contents of Unit-I (Theory)
2. Contents of Unit-I (Theory)
3. Contents of Unit-II(Theory)
4. Contents of Unit-III(Theory)
5. Contents of Unit-IV(Theory)
6. Contents of Unit-V(Theory)

Section-II

Answer any three questions by attempting at least one question form each section

3x10 =30

PART - A

1. Contents of Unit-I (Theory & Problem)
2. Contents of Unit-I (Theory & Problem)
3. Contents of Unit-II (Theory & Problem)

PART - B

4. Contents of Unit-III (Theory & Problem)
5. Contents of Unit-IV (Theory & Problem)
6. Contents of Unit-V (Theory & Problem)

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM(RCCS,CA,CECS) w.e.f.2020-21		
Subject	FUNDAMENTALS OF ACCOUNTING	
I– SEM	TIME: 21/2 Hours	Max Marks: 50
QUESTION BANK		

UNIT-I

INTRODUCTION TO ACCOUNTING

Essay questions

1. Explain the main objectives and functions of Fundamentals of Accounting.
2. Briefly explain about Accounting Concepts and Conventions?
3. Explain the advantages and limitations of fundamentals of accounting?
4. One problem on journal entries (or) ledger?

Short questions

1. What is an accounting cycle?
2. What is double entry system?
3. What is journal?

UNIT –II

SUBSIDIARY BOOKS

Essay questions

1. Write various types of subsidiary books?
2. Define cash book? Write about different types of cash book?
3. What is the difference between cash discount and trade discount?
4. one problem on Cash book (Three, petty cash book)

Short questions

1. What is Contra entry
2. Debit note and Credit note
3. Inward and Outward Invoice

UNIT-III

TRIAL BALANCE AND RECTIFICATION ERRORS

Essay questions

1. Define Trial balance? Explain how to prepare trial balance.
2. Write about the objectives and methods of preparing trial balance.
3. What is an error ? Explain various types of errors .

Short questions

1. Types of errors.
2. Suspense account.

UNIT-IV

BANK RECONCILIATION STATEMENTS

Essay questions

1. What is meant by Bank Reconciliation Statement ? why it is prepared ?
2. What are the causes for disagreement of cash book balance and pass book balance.
3. One problem on B.R.S .

Short questions

1. Briefly explain the significance of bank reconciliation statement
2. Why bank reconciliation statement is prepared .

UNIT-V: FINAL ACCOUNTS

Essay questions

1. What are the different types of Assets?
2. Capital Expenditure Vs Revenue Expenditure

Short questions

1. Revenue expenditure .
2. Trading a/c
3. Prepaid expenses.

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA					
DM 101	DIGITAL AND SOCIAL MEDIA MARKETING	I BBA (DM) - I Sem 2022-23			
Hours	75 (60 + 15)	L	T	P	C
Focus	Employability	4	1	-	4

Course Objective
Introduce current and core practices of Digital and Social Media Marketing that will allow learners to analyses, plan, execute and evaluate a digital marketing strategy.

Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Understand the Social Media space and tools	1 and 2
CO2	Analyze the effectiveness of your company's and competitors' social media programs	1, 2 and 3
CO3	Design social media programs that directly support business and marketing goals	1 and 2
CO4	Identify the major social media marketing portals that can be used to promote a company, brand, product services.	1, 2 and 3
CO5	Implement a process for planning social media marketing activities.	1 and 2

Syllabus		
Unit	Content	Hours
Unit I	Introduction to digital and social media marketing-meaning-definition-types of social media websites-mobile apps-email-social media-various social media websites; Blogging-types, platforms.	20%
Unit II	Social Media Management-social media and Target Audience-Sharing content on social media-Book marking web sites; DO's and Don'ts of social media.	20%
Unit III	Social Media Strategy-Goals, Planning, Strategies, Monitoring Analysis; Tips of Social Media Marketing - Customization; Social Media Optimization; Social Media Promotion-paid advertising-other methods-Social media ROI.	25%
Unit IV	Social Media for Marketing-Face book, LinkedIn, Twitter, YouTube. Establishing Relationship with customers social media.	20%
Unit V	Social Analytics-Automation and social media-social media and other types of Marketing, Managing Tools of social media	15%

References	
Books and Resources	Digital Marketing: Seema Gupta- Mcgrawhill.
Online Courses	https://www.coursera.org/google-digital/marketing-ecomm

Additional Inputs	
Topics to be explored	<ul style="list-style-type: none"> • KPIs of a real business • Organization structures of MNCs • Study of leadership traits of famous business leaders • Budgeting process in Government

Activities	
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Online games – Jeopardy, Crosswords and Word scramble • Presentations
Group	<ul style="list-style-type: none"> • Discussions and Debates • Role plays • Field visits to industry • Guest lectures • Interaction with industry professionals

Mapping of Cos with POs/PSOs

CO /PO	PO 1	PO 2	PO 3	PO 4	PO5	PO6	PO7	PO8	PO9	PO 10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	3	3	3	3	3	3	1	3	2	2	2
CO2	3	2	3	3	3	3	3	3	3	3	2	3	3	3	3
CO3	3	3	3	3	3	2	3	3	1	3	2	3	3	2	2
CO4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3	2	3	3	3	2

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
I	Understand different digital marketing channels	5%	To make the syllabus current and relevant
II	Create a social media presence from scratch (face book and Instagram pages)	4%	To make the syllabus current and relevant
III	Build an integrated marketing strategy. Create a channel mix content strategy.	6%	To make the syllabus current and relevant
IV	Create social media progress report to senior marketing management.	4%	To include the part of HRM prerequisite
V	Analysis report from Google Analytics.	1%	To make the syllabus current and relevant

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I BBA DIGITAL MARKETING w.e.f. 2020-21		
Subject	1 DIGITAL AND SOCIAL MEDIA MARKETING	
I– SEM	TIME: 21/2 Hours	Max marks : 50
<u>BLUE PRINT FOR THE QUESTION PAPER SETTING</u>		

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of Question	Marks allotted to each Question	Total marks
1	Section – A Short Questions	6	5	30	4	5	20
2	Section – B Essay Questions	6	10	60	3	10	30
Total Marks				90	Total Marks		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Short Questions 5 Marks	Essay Questions 10 Marks	Marks allotted to the Unit
Unit – I	2	1	20
Unit – II	1	1	15
Unit – III	1	1	15
Unit – IV	1	1	15
Unit – V	1	2	25
Total No.of.Questions	06	06	90

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I BBA (DIGITAL MARKETING) w.e.f. 2020-21		
Subject	<u>2B:</u> DIGITAL AND SOCIAL MEDIA MARKETING	
II– SEM	TIME: 2 1/2 Hours	Max marks : 50
MODEL QUESTION PAPER		

PART-I

Answer any three questions by attempting at least one question form each section

3 X 10 = 30 Marks

SECTION – A

1. Essay question from UNIT- I
2. Essay question from UNIT- II
3. Essay question from UNIT- III

SECTION – B

4. Essay question from UNIT- IV
5. Essay question from UNIT- V
6. Essay question from UNIT- V

PART – II

Answer any Four Questions from the following

4 X 5 = 20 Marks

7. Short answer question from UNIT – I
8. Short answer question from UNIT – II
9. Short answer question from UNIT – III
10. Short answer question from UNIT – IV
11. Short answer question from UNIT – V
12. Short answer question from UNIT – I

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I BBA DIGITAL MARKETING w.e.f. 2020-21		
Subject	2B: DIGITAL AND SOCIAL MEDIA MARKETING	
II- SEM	TIME: 21/2 Hours	Max marks : 50
QUESTION BANK		

Unit 1:

Long Questions

1. Explain type of Social media Websites?
2. Define social media marketing; Write a social media advertising plan for an e-commerce portal?

Short Questions

1. Write notes on SEO, SEM and search advertising?
2. Write notes on Search advertising?
3. Write notes on Display advertising?

Unit 2 :

Long Questions

1. What are the Do's and Don't In Social Media ?
2. What is the Social Media management?

Short Questions

1. Explain the Book mark Websites.
2. Explain Social media and Target audience.
3. Explain about the Social media tools?

Unit 3:

Long Questions

1. EMAIL Marketing Strategies
2. What are the tips for Social media marketing Success?
3. Explain the concept of social Media optimization and Social Media Strategies?

Short Questions

1. Social media ROI.
2. Social media marketing Customization.
3. Social media Strategic planning.

Unit 4:

Long Questions

1. What is business page on Linked In and explain Linked In marketing?
2. What is company page on Face book and explain Face book marketing?
3. Explain social media plat forms helps in business.

Short Questions

4. Write short note on YouTube.
5. Marketing strategies for social media platforms.
6. Explain the concept of costumer relationship.

Unit 5:

Long Questions

1. What is Web analytic and Benefits Digital Marketing?
2. How Online marketing is advantageous than offline marketing.
3. Write 3 Principles and four Ps of Digital marketing?
4. What are the managing tools of social media marketing?

Short Questions

5. what is Automation?
6. Explain the concepts of social media marketing.
7. Explain any two types of social media marketing web sites.

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA						
DM 203	E Commerce	I BBA (DM) - II Sem 2022-23				
Hours	75 (60 + 15)	L	T	P	C	
Focus	Employability	4	1	-	4	

Course Objective
To make the learners understand the models, components and technologies of E Commerce and challenges in the E Commerce space and security aspects and apply and analyze the E Commerce business space.

Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Understand the E Commerce models, E market models and WWW and their operations	1 and 2
CO2	Understand the Supply Chain Management function and implementation, strategies and EDI applications in B2B	1 and 2
CO3	Understand the Electronic Payment ecosystem and its process and security issues and apply in setting up the same	1, 2 and 3
CO4	Understand the CRM function and implementation and E CRM and its components	1 and 2
CO5	Understand the E Commerce business space and emerging models and analyze their effectiveness	1, 2, 3 and 4

Syllabus		
Unit	Content	Hours
Unit I	Electronic Commerce, Definition, Types, Advantages and disadvantages, E-Commerce transaction on World Wide Web, Electronic market-Online Shopping, Three models of Electronic Market-E Business.	15%
Unit II	Supply Management; Definition, Benefits, goals, functions, Characteristic, Strategies of SCM, Electronic logistics and its implementation in business houses- Electronic Data Interchange (EDI); Benefits of EDI, applications, EDI Model.	20%
Unit III	Electronic Payment Systems; Types of EPS- Traditional and Modern Payment systems ,electronic cash, Steps for electronic payment, Payment Security-e-Security-cryptography, hacking, secure-electronic transaction, Secure-socket layer	25%
Unit IV	Customer Relationship Management Components of CRM, CRM Architecture, architectural components of a CRM Solution, Electronic CRM, Need for Electronic	20%

	CRM,E-CRM applications.	
Unit V	E-Commerce Contemporary Scenario - E-Commerce Functioning by Aggregators - E-Shopping - E-Food - E-Travel - E-Learning - E-Tailing - E-Services - App Based Commerce - Difference B/W Websites & App	20%

References	
Books and Resources	<ul style="list-style-type: none"> • PT Joseph SJ, E-COMMERCE: An Indian Perspective, Prentice Hall of India. • Effraim Turban,Joe Lee,David Kind-H Michael Chung, E-Commerce,A management perspective - Pearson Education Asia. • Pandey US & Shukla Er.S., E-Commerce Technology,S.Chand & Company New Delhi. • Trepper, E-Commerce Strategies,Prentice Hall of India,New Delhi-2006 • Jonathan Reynolds,E-Business A Management Perspective,Oxford University Press.
Online Courses	<p>Course on E Commerce</p> <p>https://onlinecourses.swayam2.ac.in/nou22_cm20/preview</p>

Additional Inputs	
Topics to be explored	<ul style="list-style-type: none"> • Study of B2B E Commerce sites • Payment Gateway features comparison • Review of CRM software • Review of SCM software • Mobile app features of an aggregator

Activities	
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Online games – Jeopardy, Crosswords and Word scramble • Presentations
Group	<ul style="list-style-type: none"> • Discussions on trends and developments in the domain • Study of online reports and chart presentations • Field visits to industry • Guest lectures • Interaction with industry professionals

Mapping of Cos with POs/PSOs

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	2	1	3	3	3	2	2	3	2	3	3	3
CO2	3	2	3	3	3	3	3	3	2	3	3	3	3	3	3
CO3	3	1	3	3	3	3	3	3	3	3	3	2	2	3	3
CO4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO5	3	2	3	3	2	2	3	3	2	2	3	2	2	3	2

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
V	<p>E Commerce</p> <p>Contemporary Scenario -</p> <p>E Commerce Functioning</p> <p>by Aggregators - E-</p> <p>Shopping - E-Food - E-</p> <p>Travel - E-Learning - E-</p> <p>Tailing - E-Services -</p> <p>App Based Commerce -</p> <p>Difference B/W Websites</p> <p>& App</p>	20%	To introduce the current happenings in the industry

I BBA DIGITAL MARKETING w.e.f. 2022-23		
Subject	<u>DM 203: E-COMMERCE</u>	
II- SEM	TIME: 21/2 Hours	Max marks : 50

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of Question	Marks allotted to each Question	Total marks
1	Section –A Short Questions	6	5	30	4	5	20
2	Section –B Essay Questions	6	10	60	3	10	30
Total Marks				90	Total Marks		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Short Questions 5 Marks	Essay Questions 10 Marks	Marks allotted to the chapter
Unit – I	1	1	15
Unit – II	1	1	15
Unit – III	1	2	25
Unit – IV	1	1	15
Unit – V	2	1	20
Total No.of.Questions	06	06	90

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I BBA DIGITAL MARKETING w.e.f. 2022-23		
Subject	DM 203: E-COMMERCE	
II– SEM	TIME: 21/2 Hours	Max marks : 50
MODEL QUESTION PAPER		

Time: 2 ½ Hrs.
50M

Max.marks:

Section - A

Answer any FOUR questions.

4 X 5=20 M

1. E Commerce
2. Functions of Supply Chain Management
3. Modern Payment methods
4. Customer Relationship Management (CRM)
5. E Learning
6. Food aggregators

Section - B

Answer any three questions by attempting at least one question from each section

3 X 10 = 30 Marks

PART– A

7. Describe about various types of E Commerce
8. Explain the benefits of supply chain management
9. Define Electronic Payment System and explain its working

PART– B

10. Describe the different types of Electronic Payment Systems
11. Explain the components of CRM
12. Discuss the functioning of E Commerce aggregators

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I BBA DIGITAL MARKETING w.e.f. 2022-23		
Subject	DM 203: E-COMMERCE	
II– SEM	TIME: 21/2 Hours	Max marks : 50
QUESTION BANK		

Unit 1 :

Essay Questions

1. Describe about various types of E Commerce
2. Explain the advantages and disadvantages of E Commerce
3. Describe the evolution and features of World Wide Web
4. Explain the three models of Electronic Markets

Short Questions.

1. E Commerce
2. Online shopping
3. E Business
4. E Business applications

Unit 2 :

Essay Questions

1. Explain the benefits of supply chain management
2. Describe the EDI and it's applications
3. Explain different types of supply chains
4. Illustrate the SCM strategies with examples

Short Questions

1. Supply Chain Management
2. Functions of Supply Chain Management
3. E Logistics
4. Advantages of EDI

Unit 3:

Essay Questions

1. Define Electronic Payment System and explain its working
2. Describe the different types of Electronic Payment Systems
3. Explain the security requirements for safe Electronic Payments
4. Illustrate the role of Payment Gateway with examples

Short Questions.

1. Modern Payment methods
2. Secure Socket Layer (SSL)

3. Cryptography in Computing
4. Payment Gateway

Unit 4 :

Essay Questions

1. Explain the components of CRM
2. Distinguish between traditional CRM and electronic CRM
3. Describe the architectural components of a CRM Solution
4. Explain the dimensions of E CRM

Short Questions.

1. Customer Relationship Management (CRM)
2. Importance of CRM
3. Need for E CRM
4. CRM applications

Unit 5 :

Essay Questions

1. Discuss the functioning of E Commerce aggregators
2. Contrast the App based commerce with Website commerce
3. Explain various E Commerce solutions in present day business
4. Describe and analyze the Indian E Commerce trends

Short Questions

1. E Learning
2. Food aggregators
3. Challenges in E Commerce
4. E Commerce services

	P.R. Government College (Autonomous) Kakinada	Program & Semester II B.COM III SEMESTER			
Course Code	ADVANCED ACCOUNTING				
Teaching	Hours Allocated: 72 (Theory)	L	T	P	C
Pre-requisites:		4	0	-	4

Course Outcomes:

1. To provide the knowledge of various accounting concepts.
2. To impart the knowledge about accounting methods and techniques.
3. Understand the concept of Non-profit organizations and its accounting process
4. Comprehend the concept of single-entry system and preparation of statement of affairs
5. Familiarize with the legal formalities at the time of dissolution of the firm
6. Prepare financial statements for partnership firm on dissolution of the firm.
7. Employ critical thinking skills to understand the difference between the dissolution of the firm and dissolution of partnership

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Acquire the basic knowledge of the terms such as, Non-Profit organisations , Receipts and Payments account, single entry system, statement of affairs, Hire purchase system features, Instalment purchase system, hire purchase and installment purchase, down payment.Partnership accounts,treatment of Goodwill and Dissolution of a Partnership Firm	Remembering & Understanding
CO2	Understand the Non-Profit organizations, Accounting process-Preparation of Accounting Records, Receipts and Payments Account. Income and Expenditure Account - preparation of Balance Sheet. Features of single entry system, difference between single entry and double entry system, features of hire purchase and installments system and difference between hire purchase and installment system, Application of Garner v/s Murray Rule in India – Insolvency of one more Partners.	Application
CO3	Familiarizing the Income and Expenditure Account - preparation of Balance Sheet. methods of preparation of single entry system of accounts, calculation of interest under hire purchase and installment system of accounting. Partnership accounts, Treatment of Goodwill and Dissolution of a Partnership Firm	Analyzing
CO4	Develop analytical skills in Non-Profit Organisations Preparation of Accounting Records, Receipts and Payments Account, Income and Expenditure Account and preparation of Balance Sheet. single entry system of accounts, Hire purchase trading account. Partnership Deed – fixed and fluctuating capitals, Admission and Retirement of a Partner and Insolvency of one more Partners.	Remembering & Application
CO5	Evaluate the Receipts and Payments Account. Income and Expenditure Account, default and repossession of goods under hire purchase system. Gain practical exposure in Single entry system with the knowledge of single and double accounting system.	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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UNIT - I	<ol style="list-style-type: none"> 1. Accounting for Non-Profit Organizations: Non-Profit entities- Features of non-profit entities – (5 HOURS) 2. Accounting process-Preparation of Accounting Records - Receipts and Payments Account. Income and Expenditure Account - preparation of Balance Sheet. (including problems) – (5 HOURS)
UNIT - II	<ol style="list-style-type: none"> 3. Single Entry System: Features – Differences between Single Entry and Double Entry – Disadvantages of Single Entry – (5 HOURS) 4. Ascertainment of Profit and Preparation of Statement of Affairs. (including problems) – (5 HOURS)
UNIT III	<ol style="list-style-type: none"> 5. Hire Purchase System: Features – Difference between Hire Purchase and Instalment purchase System– (5 HOURS) 6. Accounting Treatment in the Books of Hire Purchaser and Hire Vendor - Default and Repossession.(including problems) – (5 HOURS)
UNIT - IV	<ol style="list-style-type: none"> 7. Partnership Accounts I: Meaning – Partnership Deed – fixed and fluctuating capitals – (5 HOURS) 8. Treatment of Goodwill – Admission and Retirement of a Partner. (including problems) – (5 HOURS)
UNIT - V	<ol style="list-style-type: none"> 9. Partnership Accounts II: Dissolution of a Partnership Firm – (5 HOURS) 10. Application of Garner v/s Murray Rule in India – Insolvency of one more Partners. (including problems) – (5 HOURS)

CO-PO Mapping:

(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

Proposed activities:

- Quiz Programs
- Problem Solving exercises
- Co-operative learning
- Seminar
- Visit a single-entry firm, collect data and Creation of Trial Balance of the firm
- Visit Non-profit organization and collect financial statements
- Critical analysis of rate of interest on hire purchase schemes
- Visit a partnership firm and collect partnership deed
- Debate on Garner v/s Murray rule in India and outside India
- Group Discussions on problems relating to topics covered by syllabus
- Examinations (Scheduled and surprise tests) on all units

Text Books:

Reference:	1. Principles & - Practice of Accounting, R.L. Gupta , Sultan Chand & sons 2. Accountancy – I Tulasian , TaTAMcgraw Hill Co 3. Accountancy - I S.P. Jain & K.L Narang, Kalyani Publishers 4. Financial Accounting – Dr.V.K.Goyal, Excel Books 5. Introduction to Accountancy T.S.Grewal, S.Chand and CO 6. Accountancy – I Haneef and Mukherjee , Tata Mcgraw Hill co 7. Advanced Accountancy - Arulanandam, Himalaya publishers 8..Advanced Accountancy-I S.N.Maheshwari&V.L.Maheswari, Vikash Publishing co.
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Web links

1. <https://www.slideshare.net/AsadullahSharifi/accounting-for-non-profit->

organization

2. <https://www.slideshare.net/MOHAMMEDNASIH1/accounting-for-nonprofit-organization>
3. <https://www.slideshare.net/RekhaInfoline/single-entry-ppt-153442817>
4. <https://www.slideshare.net/noushadferoke/07-single-entry-system-of-accounting-66552266>
5. <https://www.slideshare.net/jumanulhaque/hire-purchase-system>
6. <https://www.slideshare.net/anilkumarky236/hirepurchasesystemaksims-77599666>
7. <https://www.slideshare.net/Ankushvk/accounting-for-partnership-part-1>
8. <https://www.slideshare.net/zahidrps/partnership-accounting-43866927>
9. <https://www.slideshare.net/AdityaKumar33/presentation1-16292027>
10. <https://www.slideshare.net/anupamatelang/dissolution-of-a-partnership>

Skill development:

This Advanced Accounting Course is designed to enable those new to accountancy as well as experienced professionals to gain valuable knowledge and develop new skills. Today, businesses of all sizes look for accounting professionals with the perfect balance of technical accounting skills and interpersonal, professional skills to meet their needs. There is no denying the importance of having skilled accountants working in or for your business. Whether you're an entrepreneur managing your books on your own or an established professional seeking employment, quality accounting skills are crucial to maintain the financial health of your business or advance your career.

Employability:

Importantly, the most sought-after skills included **the ability to collaborate with colleagues, present, discuss and defend views, and having a positive attitude**. Overall, a team player with a positive attitude and good communication skills appeared to be the most valued behavioral skill as perceived by employers.

Entrepreneurship:

- Managing Cash Flow. The time-tested saying, “cash is king” really is true.
- Maintaining a Balance Sheet.
- Identifying a Path to Profitability.
- Communicating About Money.
- Forecasting the Future of Your Business.

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	% change	Rationale
I	Educational Institutions Accounts	3%	To make the syllabus current and relevant
II	Single entry system converted in to Double entry system	3%	To make the syllabus current and relevant
III	Reposition and Resale	5%	To make the syllabus current and relevant
IV	Partnership form upgrade to Company	5%	To make the syllabus current and relevant
V	Differences between Capital ratio and Profit sharing ratio	4%	To make the syllabus current and relevant

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTING

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM (RCCS) w.e.f.2020-21		
Subject	3A: ADVANCED ACCOUNTING	
III– SEM	TIME: 21/2 Hours	Max marks: 50

S.NO	TYPES OF QUESTIONS	TO BE GIVEN IN THE QUESTION PAPER			TO BE ANSWERED		
		NO OF QUESTIONS	MARKS ALLOTTED TO EA	TOTAL MARKS	NO OF QUESTIONS	MARKS ALLOTTED TO EACH QUESTION	TOTAL MARKS
1	Short Questions	8	5	40	4	5	20
2	Essay Questions	6	10	60	3	10	30
TOTAL MARKS				100	TOTAL MARKS		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Very Short Questions 5 Marks	Essay Questions 10 Marks	Marks allotted to the chapter
Module – I	2	2	30
Module – II	1	1	15
Module – III	2	1	20
Module – IV	2	1	20
Module – V	1	1	15
Total No. of Questions	08	06	100

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM (TM, EM and CA) w.e.f.2020-21		
Subject	<u>3A: ADVANCED ACCOUNTING</u>	
III – SEM	TIME: 2 1/2 Hours	Max marks : 50

Time: 2 1/2 Hours

(Max. Marks: 50)

SECTION-I

[4X5=20]

Answer any FOUR of the following questions

1. Contents of Unit-I
2. Contents of Unit-I
3. Contents of Unit-II
4. Contents of Unit-III
5. Contents of Unit-III
6. Contents of Unit-IV
7. Contents of Unit-IV
8. Contents of Unit-V

SECTION-II

Answer any THREE of the following questions [3X10=30]

9. Contents of Unit-I
Theory or problem
10. Contents of Unit-I
Theory or problem
11. Contents of Unit-II
Theory or problem
12. Contents of Unit-III
Theory or problem
13. Contents of Unit-IV
Theory or problem
14. Contents of Unit-V
Theory or problem

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM(TM, EM, CA & CECS) w.e.f.2020-21		
Subject	<u>3A: ADVANCED ACCOUNTING</u>	
III – SEM	TIME: 21/2 Hours	Max marks : 50
QUESTION BANK		

UNIT- I: NON – PROFIT ORGANISATIONS:

ESSAY QUESTIONS:

1. Define the features of receipts and payments account?
2. Distinguish between receipts and payments account & Income and Expenditure account
3. Non-Profit Organizations (problem).

SHORT QUESTIONS:

1. Donations
2. Legacies
3. Subscriptions

UNIT- II: HIRE PURCHASE SYSTEM:

ESSAY QUESTIONS:

1. Define Hire purchase system? Features of Hire purchase system?
2. Distinguish between Hire purchase systems Vs Installment system?
3. Hire Purchase system (problem)

SHORT QUESTIONS:

1. Down payment
2. Goods in transit
3. Hire Trading Account

UNIT-III: ACCOUNTS FROM INCOMPLETE RECORDS:

ESSAY QUESTIONS:

1. Define Single entry? Its Advantages and disadvantage
2. Distinguish between single entry Vs Double entry system?
3. Accounts from incomplete records(problem)

SHORT QUESTIONS:

1. Single Entry features
2. Fixed capital method
3. Disadvantages of single entry

UNIT-IV: PARTNERSHIP ACCOUNTS:

ESSAY QUESTIONS:

1. Define partnership Deed? What are its contents?
2. Explain the fixed and fluctuating capital methods its difference
3. Explain the different methods for the valuation of goodwill with suitable examples of the partnership firm
4. Partnership Accounts (problem).

SHORT QUESTIONS:

1. Define Partnership
2. Partnership Deed
3. Sacrificing ratio

UNIT-V DISSOLUTION OF A PARTNERSHIP FIRM:

ESSAY QUESTIONS:

1. Explain the different modes of dissolution of a partnership firm
2. What is the rule in Garner vs. Murray case? Explain key factors of the case
3. Dissolution of a partnership firm (problem)

SHORT QUESTIONS:

1. Revaluation account
2. Realization account
3. Garner vs. Murray decision

	P.R. Government College (Autonomous) Kakinada	Program & Semester II B.COM III SEM			
Course Code	BUSINESS STATISTICS				
Teaching	Hours Allocated: 75 (60+15)	L	T	P	C
Pre-requisites:		4	0	-	4

Course Outcomes:

- Understand the importance of Statistics in real life
- Formulate complete, concise, and correct mathematical proofs.
- Frame problems using multiple mathematical and statistical tools, measuring relationships by using standard techniques.
- Build and assess data-based models.
- Learn and apply the statistical tools in day life.
- Create quantitative models to solve real world problems in appropriate contexts.

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Understand the importance of Statistics in real life	Understanding
CO2	Formulate complete, concise, and correct mathematical proofs.	Application
CO3	Frame problems using multiple mathematical and statistical tools, measuring relationships by using standard techniques.	Analyzing
CO4	Build and assess data-based models.	Application
CO5	Learn and apply the statistical tools in day life and Create quantitative models to solve real world problems in appropriate contexts.	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA					
B.COM – II YEAR – (TM, EM & CA) w.e.f.2020 -21					
Subject		<u>3B: BUSINESS STATISTICS</u>			
III– SEM		TIME: 21/2 Hours		Max marks: 50 Credits: 4	
Hours: 5 Hrs. (4 Lectures + 1Tutorials)					
MODULE I		Introduction to Statistics: Definition- Importance, Characteristics and Limitations of Statistics - Classification and Tabulation .Frequency Distribution Table -Diagrams and Graphic Presentation of Data (including problems)			
MODULE II		Measures of Central Tendency: Types of Averages – Qualities of Good Average. Mean, Median, Mode, and Median based Averages-Geometric Mean – Harmonic Mean(including problems)			
MODULE III		Measures of Dispersion: Meaning and Properties of Dispersion – Absolute and Relative Measures - Types of Dispersion-Range. Quartile Deviation (Semi – Inter Quartile Range) -Mean Deviation - Standard Deviation - Coefficient of Variation. (including problems)			
MODULE IV		Skewness and Kurtosis: Measures of Skewness: Absolute and Relative Measures- Co-efficient of Skewness: Karl Pearson's, Bowley's and Kelly's - Kurtosis: Meso kurtosis, Platy kurtosis and Leptokurtosis (including problems)			
MODULE – V		Measures of Relation: Meaning and use of Correlation – Types of Correlation Karlpearson's Correlation Coefficient - Probable Error-Spearman's Rank-Correlation (including problems)			

CO-PO Mapping:**(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

Proposed Activities:

- ◆ Student Seminars, Quiz
- ◆ Problem Solving Exercises
- ◆ Observe Live Population Clocks – India and world
- ◆ Collection of statistical data of village/town, District, State, Nation
- ◆ Participate in Crop Cutting Experiments at villages
- ◆ Percentiles in CET exams
- ◆ Practice Statistical Functions in MS Excel
- ◆ Draw diagrams and Graphs in MS Excel
- ◆ Use statistical tools in real life like class/college results, local production etc
- ◆ Prepare questionnaire and schedule
- ◆ Application of averages in everyday life
- ◆ Examinations (Scheduled and surprise tests)
- ◆ Any similar activities with imaginative thinking beyond the prescribed syllabus

Text Books:

1. Business Statistics, Reddy C.R., Deep Publications.
2. Statistical Methods: Gupta S.P.Sultan Chand & Sons.
3. Statistics-Problems and Solutions: Kapoor V.K, Sultan Chand & Sons.

4. Fundamentals of Statistics: Elhance. D.N
5. Business Statistics, Dr.P.R.Vittal, Margham Publications
6. Business Statistics, LS Agarwal, Kalyani Publications.
7. Statistics: Dr V Murali Krishna, Seven Hills International Publishers.
8. Fundamentals of Statistics: Gupta S.C. Sultan Chand & Sons.
9. Statistics-Theory, Methods and Applications: Sancheti, D.C. & Kapoor V.K.
10. Business Statistics: J.K. Sharma, Vikas Publishers.
11. Business Statistics: Bharat Jhunjhunwala, S Chand Publishers.

Business Statistics: S.L. Aggarwal, S.L. Bhardwaj and K. Raghuveer, Kalyani Publishers.

Web links:

1. <https://www.slideshare.net/JahanzaibShah4/introduction-to-statistics-146894947>
2. <https://www.slideshare.net/debmahuya/statistics-basics-220571723>
3. <https://www.slideshare.net/harshit172/measures-of-central-tendency-biostatstics>
4. <https://www.slideshare.net/CasperWendy/measures-of-central-tendency-mean-median-mode>
5. <https://www.slideshare.net/BirinderSinghGulati/measures-of-dispersion-111028342>
6. <https://www.slideshare.net/Mehedi38/measure-of-dispersion-in-statistics>
7. <https://www.slideshare.net/navin.bafna/skewness-kurtosis>
8. <https://www.slideshare.net/athulcs/measure-of-skewness>
9. <https://www.slideshare.net/AnishMaman/correlation-36754774>
10. <https://www.slideshare.net/ladvasrahcarim/measure-of-relationship-correlation-coefficient>

Skill development:

Statistics skills are capabilities and competency traits that allow someone to use statistics in order to gauge the probability of a particular outcome. Statistics are generally a combination of several qualifying traits, including math, computer literacy, data analysis and critical thinking. This skill gives people a better understanding of how to review data critically to gather useful information. This information serves to help in important problem-solving and decision-making processes. You can use this skill in several industries, including economics, education, business and medical.

Employability:

Enough employability opportunities in statistical segment like Census and survey and report writing.

Entrepreneurship:

Plenty of entrepreneurial opportunities in Business Statistics like Prasanth Kishore surveys and exit polls agencies

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	% change	Rationale
I	Tabulation Vs Memorization	5%	To make the syllabus current and relevant
II	Central tendency and variability	4%	To make the syllabus current and relevant
III	GPDM Model	2%	To make the syllabus current and relevant
IV	Methods for handling skewed data	4%	To make the syllabus current and relevant
V	Cross correlation	5%	To make the syllabus current and relevant

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of .Questions	Marks allotted to each Question	Total marks	No. of. Question	Marks allotted to each Question	Total marks
<u>1</u>	Section –A Short Questions	8	5	40	4	5	20
<u>2</u>	Section –B Essay Questions	6	10	60	3	10	30
Total Marks				100	Total Marks		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Very Short Questions 5 Marks	Essay Questions 10 Marks	Marks allotted to the chapter
Unit – I	2	2	30
Unit – II	2	1	20
Unit – III	1	1	15
Unit – IV	2	1	20
Unit – V	1	1	15
Total No.of.Questions	08	06	100

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM(RCCS,CA,CECS) w.e.f.2020-21		
Subject	FUNDAMENTALS OF ACCOUNTING	
I– SEM	TIME: 21/2 Hours	Max Marks: 50
MODEL QUESTION PAPER		

Time: 2 ½ Hrs.

Max. Marks: 50M

SECTION-I

Answer any FOUR of the following questions.

4x5 =20 Marks

1. Contents of Unit-I (Theory)
2. Contents of Unit-I (Theory)
3. Contents of Unit-II(Theory)
4. Contents of Unit-III(Theory)
5. Contents of Unit-III(Theory)
6. Contents of Unit-IV(Theory)
7. Contents of Unit-IV(Theory)
8. Contents of Unit-V(Theory)

Section-II

Answer any THREE of the following questions

3x10=30 Marks

9. Contents of Unit-I (Theory & Problem)
10. Contents of Unit-I (Theory & Problem)
11. Contents of Unit-II (Theory & Problem)
12. Contents of Unit-III (Theory & Problem)
13. Contents of Unit-IV (Theory & Problem)
14. Contents of Unit-V (Theory & Problem)

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM (TM, EM, CA) w.e.f.2020-21		
Subject	<u>3B: BUSINESS STATISTICS (Gen, CA)</u>	
III- SEM	TIME: 21/2 Hours	Max marks: 50
QUESTION BANK		

UNIT-1

1. Briefly explain the nature and scope of Business Statistics.
2. Define statistics. State the uses of statistics in business.
3. Explain the advantages and limitations of statistics.

Shorts:

1. Characteristics of Business Statistics.
2. Primary data and secondary data.
3. Classification of Data

UNIT-2

1. What are the advantages and limitations of measures of central tendency?
2. Explain merits and demerits of Mean and Median.
3. Measures of central tendency (Problem)

Shorts:

1. Harmonic Mean
2. What are the different types of average?
3. Explain merits and demerits of Mode.

UNIT-3

1. Define standard deviation. Briefly explain advantages and limitations of standard deviation.
2. What are the merits and demerits of Quartile deviation?
3. Measures of dispersion (problem)

Shorts:

1. What is the importance of dispersion?
2. Types of Dispersion
3. Range

UNIT-4

1. Briefly explain the measures of skewness.
2. Explain Co-efficient of Skewness
3. Skewness (Problem)

Shorts

1. Karl Pearson's, Skewness .
2. Bowley's Skewness
3. Kelly's –Skewness

UNIT-5

1. Explain various types of correlation.
2. Merits and Demerits of Karl Pearson's coefficients of correlation
3. Merits and Demerits Rank correlation

Shorts:

1. Probable error
2. Spearman's Rank correlation
3. Regression.

	P.R.Government College (A) Kakinada	Program & Semester II B.COM III SEMESTER			
Course Code	MARKETING				
Teaching	Hours Allocated: 72 (Theory)	L	T	P	C
Pre-requisites:		4	0	-	4

Course Outcomes

- Develop an idea about marketing and marketing environment.
- Understand the consumer behaviour and market segmentation process.
- Comprehend the product life cycle and product line decisions.
- Know the process of packaging and labeling to attract the customers.
- Formulate new marketing strategies for a specific new product.
- Develop new product line and sales promotion techniques for a given product.

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	To Develop an idea about marketing and marketing environment.	Understanding
CO2	To Understand the consumer behaviour and market segmentation process	Application
CO3	To Comprehend the product life cycle and product line decisions	Analyzing
CO4	To Know the process of packaging and labeling to attract the customers.	Application
CO5	To Formulate new marketing strategies for a specific new product and develop new product line and sales promotion techniques for a given product.	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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UNIT I	Introduction: Concepts of Marketing: Need, Wants and Demand – Marketing Concepts – Marketing Mix – Marketing Environment.
UNIT II	Consumer Behaviour and 4 P's of Marketing Market Segmentation: Buying Decision Process Stages Buying Behaviour– Market Segmentation –Bases of Segmentation – Selecting Segments – Advantages of Segmentation.
UNIT III	Product Management: Product Classification – Levels of Product - Product Life Cycle New Products, Product Mix and Product Line Decisions - Design, Branding, Packaging and Labelling.
UNIT– IV	Pricing Decision: Factors Influencing Price – Determination of Price Pricing Strategies: Skimming and Penetration Pricing.
UNIT– V	Promotion and Distribution: Promotion Mix - Advertising - Sales promotion - Publicity – Public Relations Personal Selling and Direct Marketing - Distribution Channels– Online Marketing

CO-PO Mapping:

(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

Proposed activities:

- Quiz programs
- Seminars
- Practice of Terminology of Marketing
- Guest lectures on various topics by marketing agents,
- Observing consumer behaviour on field trips to local markets
- Visit a manufacturing industry/firm for product manufacturing process
- Showing Graphs on Pricing decisions
- Analyse the advertisements
- Product demonstration by the student
- Conducting the survey on middle man in marketing process
- Making a advertisement
- Examinations (Scheduled and surprise tests)

Text Books:

1. Philip Kotler, Marketing Management, Prentice Hall of India.
2. Philip Kotler & Gary Armstrong, Principles of Marketing, Pearson Prentice Hall.
3. Stanton J. William & Charles Futrel, Fundamentals of Marketing, McGraw Hill.
4. V.S. Ramaswamy S. NamaKumari, Marketing Management – Planning, McMillan.
5. The Consumer Protection Act 1986 and Consumer Protection Act 2019.
6. Dhruv Grewal and Michael Levy, Marketing, McGraw Hill Education.
7. Dr L Natarajan, Financial Markets, Margham Publications.
8. Dr M Venkataramanaiah, Marketing, Seven Hill International Publishers.
9. C N Sonanki, Marketing, Kalyani Publications.

Web links

1. http://sdeuoc.ac.in/sites/default/files/sde_videos/B.Com-%20Marketing%20Management%202019%20Admn.pdf
2. <https://www.rccmindore.com/wp-content/uploads/2015/06/Marketing-Management-19.pdf>
3. https://ebooks.lpude.in/commerce/mcom/term_2/DCOM405_DMGT408_MARKETING_MANAGEMENT_DMGT203_ESSENTIALS_OF_MARKETING.pdf

Skill development:

To know the Concepts of Marketing - Marketing Mix -Marketing Environment- Buyer Decision- Market Segmentation – Product classification- Pricing Decision and

Promotion and Distribution.

Employability:

In the global competition majority of employability in Public Relations Personal Selling and Direct Marketing sectors.

Entrepreneurship

Plenty of Entrepreneurial opportunities to the students in Designs, Brandings, Packaging , Labeling Distribution Channels and Online Marketing.

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	% change	Rationale
I	Application of marketing mix elements	5%	To make the syllabus current and relevant
II	Post buying behaviour	4%	To make the syllabus current and relevant
III	Managing the total product life cycle	2%	To make the syllabus current and relevant
IV	Psychology pricing	4%	To make the syllabus current and relevant
V	Emerging Trends in marketing	5%	To make the syllabus current and relevant

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM (RCCS) w.e.f.2020-21		
Subject	<u>3C: MARKETING</u>	
III– SEM	TIME: 21/2 Hours	Max marks: 50

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.N O	TYPES OF QUESTION S	TO BE GIVEN IN THE QUESTION PAPER			TO BE ANSWERED		
		NO OF QUESTION S	MARKS ALLOTE D TO EA S	TOTA L MARK S	NO OF QUESTION S	MARKS ALLOTE D TO EACH QUESTIO N	TOTA L MARK S
1	Short Questions	8	5	40	4	5	20
2	Essay Questions	6	10	60	3	10	30
TOTAL MARKS				100	TOTAL MARKS		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Very Short Questions 5 Marks	Essay Questions 10 Marks	Marks allotted to the chapter
Module – I	2	2	30
Module – II	1	1	15
Module – III	2	1	20
Module – IV	2	1	20

Module – V	1	1	15
Total No. of Questions	08	06	100
P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA			
II BBA DIGITAL MARKETING w.e.f.2020-21			
Subject	<u>3C: MARKETING</u>		
III– SEM	TIME: 21/2 Hours	Max Marks: 50	
MODEL QUESTION PAPER			

Time: 2 ½ Hrs.

Max. Marks: 50M

SECTION-I

Answer any FOUR of the following questions.

4x5 =20 Mark

1. Contents of Unit-I
2. Contents of Unit-I
3. Contents of Unit-II
4. Contents of Unit-III
5. Contents of Unit-III
6. Contents of Unit-IV
7. Contents of Unit-IV
8. Contents of Unit-V

Section-II

Answer any THREE of the following questions

3x10=30 Marks

9. Contents of Unit-I
10. Contents of Unit-I
11. Contents of Unit-II
12. Contents of Unit-III
13. Contents of Unit-IV
14. Contents of Unit-V

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM (RCCS) 2020-21		
SUBJECT		3C: MARKETING (RCCS)
III- SEM	TIME:2 ½ HOURS	Max marks: 50
QUESTION BANK		

UNIT - I

Essay questions

1. What do you mean by marketing? Explain the Important of Marketing.
2. Briefly explain about the Marketing Concepts.
3. Distinguish the Concept of Marketing Mix.

Short questions

1. Define Marketing Environment.
2. Distinguish between marketing and selling.
3. Marketing mix

UNIT – II

Essay questions

1. What is Consumer Behaviour? State the determinants of Consumer Behaviour.
2. Explain the advantages of Market Segmentation.
3. Briefly explain the various Stages of Buying Decision Process.

Short questions

1. Benefits of Consumer Behaviour.
2. What are the 4 P's of Marketing?
3. Stages of Buying Decision.

UNIT – III

Essay questions

1. What is a New Product? What is its Significance.
2. What is Product Life Cycle ? Explain the different Stages of Product Life Cycle.
3. Explain: 1. Branding 2. Packaging

Short questions

1. What are the Qualities of good packing?

2. Labelling
3. Product Life Cycle

UNIT – IV

Essay questions

1. What are the various Objectives and Strategies of Pricing?
2. Explain the importance of pricing.
3. Discuss various factors influencing of pricing decision.

Short questions

1. Penetration Pricing.
2. Skimming pricing.
3. BEP

UNIT – V

Essay questions

1. Explain the features and functions of Personal Selling.
2. Discuss the various channel distribution.
3. What are the advantages and disadvantages of advertising?

Short questions

1. Define Promotion
2. What is Personal Selling?
3. What do you mean by distribution channel?

	P.R.Government College (Autonomous) Kakinada	Program & Semester Ist B.B.A II SEM			
Course Code	FINANCIAL MANAGEMENT				
Teaching	Hours Allocated: 72 (Theory)	L	T	P	C
Pre-requisites:		4	0	-	4

Course Outcomes:

- 1.Explain business expansion abroad and key issues related to their operations in other countries.
- 2.Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks.
- 3.Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.
- 4.Explain business expansion abroad and key issues related to their operations in other countries.
- 5.Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Explain business expansion abroad and key issues related to their operations in other countries.	Understanding
CO2	Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks.	Application
CO3	Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.	Analyzing
CO4	business expansion abroad and key issues related to their operations in other countries	Application
CO5	Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Developme nt		Employability		Entrepreneurship	
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UNIT I	1. Financial Management: Meaning, Nature & Scope of finance, Financial Goals, Profit Maximization, Wealth Maximization, Finance functions, 2. Investment ,Finance and dividend Decisions
UNIT II	3. Capital Budgeting: Nature of investment decisions, Investment evaluation criteria-Net present value, internal rate of returns, profitability index, 4. payback period, accounting rate of returns, NPV & IRR Companion, Capital budgeting risk analysis in capital budgeting
UNIT III	5. Working Capital: Meaning, Significance and types of Working capital, Determination of working capital, Sources of working capital, 6. Management inventory, Management of cash, Management of account receivables.
<u>UNIT- IV</u>	7. Capital structure theories Traditional and MM Hypothesis, Determining capital structure in practice, Capital structure planning, Cost of capital-Meaning and Significance of Cost of Capital, Calculation of cost of Debt, 8. Preference capital, Equity capital and retained earnings, Operating and financial leverages.
<u>UNIT- V</u>	9. Dividend decisions- types of Dividend -Dividend Models- determinants of Dividend policy- 10. Practical Aspects of Dividend

CO-PO Mapping:**(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

Proposed Activities:

Activities	
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Presentations
Group	<ul style="list-style-type: none"> • Discussions and Debates • Role plays • Field visits to organization • Guest lectures • Interaction with industry professionals

Text Books:

	Financial Management – I.M. PANDEY Financial Management- PRASANNA CHANDRA
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Web links:

1. [https://vcmdrp.tums.ac.ir/files/financial/istgahe_mali/moton_english/financial_management_\[www.accefile.com\].pdf](https://vcmdrp.tums.ac.ir/files/financial/istgahe_mali/moton_english/financial_management_[www.accefile.com].pdf)

2. <https://open.umn.edu/opentextbooks/textbooks>

3. <https://www.netsuite.com/portal/resource/articles/financial-management/financial-management.shtml>

Skill Development:

Students have the ability to analyze scenarios and draw suitable conclusions. The trend toward a more strategic and analytic finance function requires skills involving strategic thinking, big data, information technology, collaboration and leadership, with real-world examples and performance-driven results.

Employability:

Financial reporting is the process of preparing documentation that discloses a company's financial status to management, investors and the government. The skills involved in financial reporting are in demand in today's workplaces, and the salary levels reflect it.

Entrepreneurship:

Students who can exercise an understanding of the business world as well as an interest in the trends shaping the industry are well-placed to get ahead in the year's top finance jobs.

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
I	Source of Finance	5%	To make the syllabus current and relevant
II	Risk and Return Analysis	4%	To make the syllabus current and relevant
III	Operating cycle	4%	To make the syllabus current and relevant
IV	EBIT-EPS Analysis	6%	To include the part of HRM prerequisite
V	Bonus shares	1%	To make the syllabus current and relevant

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II BBADIGITAL MARKETING w.e.f.2020-21		
Subject	<u>3C: FINANCIAL MANAGEMENT</u>	
III– SEM	TIME: 21/2 Hours	Max marks : 50

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of .Questions	Marks allotted to each Question	Total marks	No. of. Question	Marks allotted to each Question	Total marks
<u>1</u>	Section –A Short Questions	8	5	40	4	5	20
<u>2</u>	Section –B Essay Questions	6	10	60	3	10	30
Total Marks				100	Total Marks		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Very Short Questions 5 Marks	Essay Questions 10 Marks	Marks allotted to the chapter
Module – I	2	2	30
Module – II	1	1	15
Module – III	2	1	20
Module – IV	1	1	15
Module – V	2	1	20
Total No.of.Questions	08	06	100

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I BBADIGITAL MARKETING w.e.f.2020-21		
Subject	<u>3C:</u> FINANCIAL MANAGEMENT	
III– SEM	TIME: 21/2 Hours	Max marks : 50
MODEL QUESTION PAPER		
Time: 2 ½ Hrs.		Max.marks: 50M

SECTION –A

Answer any Four Questions:

4 x 5 = 20 M

1. Explain different between Profit Maximization and Wealth Maximization.
2. Define Financial Management?
3. Explain the process of capital budgeting.
4. What is IRR? How it differs from NPV.
5. Define working capital management ?explain need and importance of working capital management.
6. Explain concept of cash management.
7. Explain concept of Operating and financial leverages.
8. Determinants of dividend policy.

SECTION -B

Answer any Three Questions:

3 x 10 = 30 M

9. What is the key objectives or goals of Financial Management?
- 10.Explain in brief meaning of the Term “Finance” and “Financial Management”
11. company has an investment opportunity costing Rs 80.000 with the following expected net cash flow(after taxes and before depreciation)

Year	Net cash flow (rs)
1	14000
2	14000
3	14000
4	14000
5	14000
6	16000
7	20000
8	30000
9	20000
10	8000

Using 10% as the cost of capital, determine the following :

- pay back period.
- Net present value @10% discounting factor.
- Profitability index @10% discounting factor.
- Internal rate of return with the help of 10% discounting factor and discounting factor.

12. The following information has been submitted by a borrower. Expected level of production 1,20,000 units Raw materials to retain in stock on an average 2 months Processing period for each unit of product (consisting of 100% of raw material, wages and overheads) 1 month Finished goods remain in stock on an average 3 months Credit allowed to the customers from the date of dispatch 3 months Expected ratios of cost to selling price:

- Raw materials- 60%
- Direct wages- 10%
- Overheads- 20%
- Selling price per unit Rs.10

v. Expected margin on sale 10% You are required to estimate the working capital requirements of the borrower.

13..Rao Ltd. has a capital structure (all equity) comprising Rs. 5,00,000 each share of Rs. The firm wants to raise an additional capital of Rs. 2,50,000 for expansion programme. The firm has four alternative financial plans I, II, III & IV. If the firm is able to earn an operating profit of Rs. 80,000/- after additional investment and 50% is the tax rate.

Alternative Financial Plans :

- i) Raise the entire amount by issue of new equity capital.
- ii) Raise 50% as equity capital and 50% with 10% debt capital.
- iii) Raise the entire amount as 12% debentures.
- iv) Raise 50% equity capital and 50% preference capital at 10%.

Select the preferable financial plan which is advantageous to the share holder.

14.Given the following information about Sunrise industries Ltd. Show the effect of the

dividend policy on the market price per share, using walter's model. EPS= Rs.8, Cost of capital (K) = 12% Assumed rate of return

- (a) 15%
- (b) 10%
- (c) 12%

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II BBA DIGITAL MARKETING w.e.f.2020-21		
Subject	<u>3C:</u> FINANCIAL MANAGEMENT	
III– SEM	TIME: 21/2 Hours	Max marks : 50
QUESTION BANK		

Unit I

Essay questions

1. Why shareholders wealth maximization /value maximization is considered as better objective of financial management instead of profit maximization?
2. What is the key objectives or goals of Financial Management?
3. Explain in brief meaning of the Term “Finance” and “Financial Management”
4. Explain in brief key functions of a finance manager or chief finance officer of a large size industrial organization.

Short questions

1. Define the need and scope of Financial Management.
2. What is Wealth Maximization and explain its relevance.
3. Explain the challenges of modern financial manager.
4. Write a note on Profit Maximization Vs Wealth Maximization.

UNIT –II

Essay questions

- 1.what do you understand by capital budgeting ?explain the techniques of capital budgeting .
2. company has an investment opportunity costing Rs 80.000 with the following expected net cash flow(after taxes and before depreciation)

Year	Net cash flow (rs)
1	14000
2	14000
3	14000
4	14000
5	14000
6	16000
7	20000
8	30000
9	20000
10	8000

Using 10% as the cost of capital, determine the following :

e) pay back period.

f) Net present value @10% discounting factor.

g) Profitability index @10% discounting factor.

h) Internal rate of return with the help of 10% discounting factor and discounting factor.

1. under what circumstances do NPV and IRR methods differ? which method do you prefer and why?
2. Define capital budgeting and explain the process of capital budgeting.
3. A company considering two mutually exclusive projects both require an initial investment of Rs. 50,000 each and have a life of five years. The cost of capital of the company is 10% and tax rate is 50%. The depreciation is charge on straight line methods. The estimated net cash inflows (before depreciation and tax) of the two projects are as follows:

Year Project -A Project -B

1 20000 30000

2 22000 27000

3 28000 22000

4 25000 25000

5 30000 20000

Which project should be accepted as per NPV and IRR methods?

Short questions

1. explain the process of capital budgeting.
2. What is Payback Period?
3. What is Capital Budgeting? Why is it Significant for a firm?
4. What is the different between IRR and ARR methods.

UNIT-III

Essay questions

1. What is the importance of working capital in a business?
2. The following information has been submitted by a borrower. Expected level of production 1,20,000 units Raw materials to retain in stock on an average 2 months Processing period for each unit of product (consisting of 100% of raw material, wages and overheads) 1 month Finished goods remain in stock on an average 3 months Credit allowed to the customers from the date of dispatch 3 months Expected ratios of cost to selling price:
 - i. Raw materials- 60%
 - ii. Direct wages- 10%
 - iii. Overheads- 20%
 - iv. Selling price per unit Rs.10
 - v. Expected margin on sale 10%You are required to estimate the working capital requirements of the borrower.
3. What are the different approaches to financing of working capital requirements? Explain.

4. Why should inventory be held? Why is inventory management important? Explain the objectives of inventory management.

Short questions

1. Explain Sources of working capital,
2. Write short on cash management.
3. Explain the process of working capital management.
4. What do you understand by bills receivables management.

UNIT-IV

Essay questions

1. Give a critical appraisal of the MM approach to the problem of capital structure.
2. Define the concept of cost of capital. State how you would determine the weighted average cost of capital of a firm.
3. A firm's after tax cost of capital of the specific sources is as follows: Cost of debt 8%, cost of preference capital 14%, and cost of equity funds 17%. The following is the capital structure: Debt 3,00,000 Preference capital 2,00,000 Equity capital 5,00,000 Total 10,00,000 Calculate Weighted Average Cost of Capital.
4. The following information is available in respect of the rate of return on investment (r), the Cost of Capital (k) and the Earnings per share (E) of ABC Ltd. Rate of return on investment (r): i) 15% ii) 12% and iii) 10% Cost of capital (k) = 12%, Earnings per share (E) = Rs.10 Determine the value of its shares using Gordon's Model using the following. If dividend payout ratio is i) 100% ii) 80% and iii) 40
5. What is Modigliani – Miller irrelevance hypothesis? Critically evaluate its assumptions.
6. Define Operating and Financial leverage. How can you measure the degree of operating and financial leverage? Give suitable example

Short questions

1. Name the various theories of Capital Structure.
2. What is Cost of Capital ? Explain the significance of Cost of Capital.
3. MM Hypothesis.

4. Explain Difference between operating and financial leverage.

UNIT -V

Essay questions

1. The following information is available in respect of the rate of return on investment (r), the Cost of Capital (k) and the Earnings per share (E) of ABC Ltd. Rate of return on investment (r): i) 15% ii) 12% and iii) 10% Cost of capital (k) = 12%, Earnings per share (E) = Rs.10 Determine the value of its shares using Gordon's Model using the following.

If dividend payout ratio is

i) 100%

ii) 80% and

iii) 40%

2.Explain the various factors which influence the dividend decision of a firm.

3.What do you mean by Dividends? What are the factors determining dividends. Explain different dividend policies.

4.The following information is available in respect of ABC Ltd. EPS Rs.10 Rate of return 20% Required rate return 16% Of equity investment K_e Find out the market price of the share under Gordon Model if the firm follows a payout of 50% and 25%.

4.explain the different models of dividends.

Short questions

1. Explain different methods of dividend.

2. Discuss the various forms of Dividends?

3. practical aspects of dividend .

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA						
DM 101	ORGANIZATIONAL BEHAVIOUR	II BBA (DM) - III Sem 2022-23				
Hours	75 (60 + 15)	L	T	P	C	
Focus	Employability	4	1	-	4	

Course Objective
<p>To help the students to develop cognizance of the importance of human behaviour.</p> <p>To enable student to describe how people behave under different conditions and understand why people behave as they do.</p> <p>To provide the student to analyse specific strategic human resource demands for future action.</p>

Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Demonstration the applicability of the concept of organizational behaviour to understand the behaviour of the people in the organization.	1 and 2
CO2	Demonstrate the applicability of analyzing the complexities associated with management of individual behaviour in the organization.	1, 2 and 3
CO3	Analyze the complexities associated with management of the group behaviour in the organization.	1 and 2
CO4	Demonstrate how the organizational behaviour can integrate in understanding the motivation behind behaviour of people in the organization.	1, 2 and 3
CO5	Demonstrate the organizational culture and describe its dimensions and to examine various organizational designs to discuss the implementation of organizational change.	1 and 2

Syllabus		
Unit	Content	Hours
Unit I	Introduction to Organizational Behaviour, The OB Model, Roles of Manager in OB, Challenges and Opportunities for OB	20%
Unit II	Foundation of Individual Behavior, Concept of Motivation, Personality, Values.	20%
Unit III	Attitudes, Perception, Learning, Individual Decision Making and Problem Solving.	20%
Unit IV	Foundation of Group Behavior, Concept of related to communication, Leadership, Power and Politics, Work Teams and group Dynamics, Transactional Analysis, Johari Window-Model.	20%
Unit V	Foundation of the Organization, Concept Related to Organization structure, Organizational culture, Organizational change and development, Organizational Conflict and Discipline.	20%

References	
Books and Resources	Management & Organizational Behaviour-Laune J Mullins Robins, S.P., & Judge, T. (2013) Organizational behaviour (15 th ed.) Boston: Pearson
Online Courses	https://www.coursera.org/courses?query=organizational development

Additional Inputs	
Topics to be explored	<ul style="list-style-type: none"> • KPIs of a real business • Organization structures of MNCs • Study of leadership traits of famous business leaders • Budgeting process in Government

Activities	
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Presentations
Group	<ul style="list-style-type: none"> • Discussions and Debates • Role plays • Field visits to organization • Guest lectures • Interaction with industry professionals

Mapping of Cos with POs/PSOs

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	3	3	3	3	3	3	1	3	2	2	2
CO2	3	2	3	3	3	3	3	3	3	3	2	3	3	3	3
CO3	3	3	3	3	3	2	3	3	1	3	2	3	3	2	2
CO4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3	2	3	3	3	2

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
I	Emerging issues and trends in organizational behaviour	5%	To make the syllabus current and relevant
II	Interpersonal perception	4%	To make the syllabus current and relevant
III	Behavioural changing.	4%	To make the syllabus current and relevant
IV	Team building and implications on performance and satisfaction.	6%	To include the part of HRM prerequisite
V	Organizational environment	1%	To make the syllabus current and relevant

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II BBA DIGITAL MARKETING w.e.f. 2020-21		
Subject	<u>ORGANIZATIONAL BEHAVIOUR</u>	
III– SEM	TIME: 21/2 Hours	Max marks: 50
<u>BLUE PRINT FOR THE QUESTION PAPER SETTING</u>		

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of Question	Marks allotted to each Question	Total marks
1	Section – A Short Questions	8	5	40	4	5	20
2	Section – B Essay Questions	6	10	60	3	10	30
Total Marks				100	Total Marks		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Short Questions 5 Marks	Essay Questions 10 Marks	Marks allotted to the Unit
Unit – I	2	1	20
Unit – II	2	1	20
Unit – III	1	1	15
Unit – IV	2	1	20
Unit – V	1	2	25
Total No.of.Questions	08	06	100

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I BBA (DIGITAL MARKETING) w.e.f. 2020-21		
Subject	<u>3B: ORGANIZATIONAL BEHAVIOUR</u>	
III– SEM	TIME: 2 1/2 Hours	Max marks: 50
MODEL QUESTION PAPER		

PART – I

Answer any Four Questions from the following 4 X 5 = 20 Marks

1. Short answer question from UNIT – I
2. Short answer question from UNIT – II
3. Short answer question from UNIT – III
4. Short answer question from UNIT – IV
5. Short answer question from UNIT – V
6. Short answer question from UNIT – I
7. Short answer question from UNIT – II

PART-II

Answer any three questions 3 X 10 = 30 Marks

1. Essay question from UNIT- I
2. Essay question from UNIT- II
3. Essay question from UNIT- III
4. Essay question from UNIT- IV
5. Essay question from UNIT- V
6. Essay question from UNIT- I

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I BBA DIGITAL MARKETING w.e.f. 2020-21		
Subject	<u>2B: ORGANIZATIONAL BEHAVIOUR</u>	
II– SEM	TIME: 21/2 Hours	Max marks : 50
QUESTION BANK		

Unit I

Essay questions

1. Define organizational behavior. Explain the models of organizational behavior.
2. Define Organizational Behavior. Outline the challenges and opportunities for OB practitioners in today's culturally diverse organizations.
3. Explain the importance and scope of organizational behavior.

Short questions

1. Define organizational behavior.
2. Explain the role of manager in organizational behavior.
3. Objectives of organization behavior.

UNIT –II

Essay questions

1. Discuss the different types of personalities
2. What do you understand by Motivation? Explain in detail theories of Motivation?
3. Explain different types of values in organizational behavior.

Short questions

1. Types of individual behavior?
2. Factors determinations of personality.
3. Relation between attitude and behaviour?

UNIT-III

Essay questions

1. Explain different sources of attitude.
2. Explain the process of perception. What are the factors influence of Perception?
3. Define learning. What are the various theories of learning?

Short questions

1. Explain decision making.
2. Problem solving
3. Principals of learning

UNIT-IV

Essay questions

1. Explain the impact of external factors on group behavior.
2. Explain types of communication?
3. What are the theories of leadership?

Short questions

1. Explain teamwork and group dynamics.
2. Johari window model
3. Power and politics
4. Teem work and group Dynamics.

UNIT-V:

Essay questions

1. Explain types of organization?
2. What are the sources of resistance to change in organization.
3. What are the causes of conflicts.

Short questions

1. Define organization culture.
2. Explain organization change and development.
3. Principals of Organization

P R GOVT COLLEGE (A):: KAKINADA
DEPARTMENT OF COMPUTER APPLICATIONS
B.B.A SEMESER III (w.e.f. 2022)
Search Engine Optimization

Course Objective:

With millions of people performing millions of searches each day to find content on the Internet, it makes sense that marketers want their products to be found by potential consumers. Search engines use closely guarded algorithms to determine the results that are displayed. However, determining what factors these algorithms take into account has led to a growing practice known as search engine optimization.

Learning Outcomes:

- Learn what search engine optimization (SEO) is and how a Web site needs to be structured.
- Appreciate the constructs of search engine-friendly Web sites.
- Attract inbound Links from other Web Sites.

UNIT I:

Concepts of search engine optimization (SEO), Relevance, Importance, Popularity, Trust, Authority, Search engines and directories, How search engines work, Crawlers, robots, spiders, Algorithms, Search engine indexing, Ranking, Directories, Website architecture, Static pages, Dynamic pages.

UNIT II:

Search engine Friendliness and Specific Rankings Page coding, Subdomains, Alexa ranking, Image optimization, google search console analysis, crawler issues, remove urls.

On-page SEO, importance, influence factors, Optimizing Web Page, Website Optimization, title, description and keyword tags, header tags, Anchor Text, Navigation Links, Contextual links, Canonical URLs, Page Nations, keyword research, meta tag optimization, SEO content optimization, sitemap creation submission, robots.txt

UNIT III:

Off-page SEO, importance, influence factors, Right and wrong ways to link, Reciprocal links, Three-way links, Purchased links, Link networks, Redirected links, Link bait, Trust rank and worthless links, Quality directories Performing and Implementing SEO, and Commercial intent, Fixing broken links, Useful directory links, complaining to search engines, How to address a copyright violation.

UNIT IV:

Web 2.0 and other important considerations Website ecosystem, Micro sites, RSS feeds, Blogosphere, Social media, Google calendar, Press releases, SEO for blogs, SEO for content management systems, SEO for local search, SEO for mobile search, Measurements, Google API, SEO tools, Free tools, Research and resources, Google my business listing, google places

TEXT BOOKS:

1. Search Engine Optimization:Your Visual Blueprint for effective
2. Internet marketing,3 Edition(MISL-Wiley)-Kristopher B Jones
3. Search Engine Optimization:An Hour a Day-Jennipeggrappone,Gradiva Cousin-Wiley.

Activities/ Requirements:

- ☐ Written Assignments
- ☐ Oral Presentation
- ☐ Quiz Programme

Question Bank

Essay Questions

Unit-1

1. What is Search Engine Optimization? Explain about its importance.
2. Explain about
 - a) Crawlers
 - b) Search engine indexing
3. What is website architecture? And explain about website architecture in SEO.

Unit-2

1. Why Image Optimization is is important for SEO.
2. What is Google Search Console? How to use Google Search Console to improve SEO?
3. Explain about
 - a) Header tag
 - b) Anchor text
 - c) canonical URLs

Unit-3

1. What is off-page SEO? Explain about importance of off-page SEO.
2. What are interlinks? Why are links important to SEO?
3. Explain about
 - a) Reciprocal links
 - b) three-way links

Unit-4

1. Explain about content management systems for SEO.
2. Write about SEO tools in detail.

Short Answer Questions

Unit-1

1. Differentiate between static web pages and dynamic web pages.
2. Explain about online local business directives.
3. What is search engine?
4. What is SEO?
5. What is Crawler?
6. What is dynamic page?

Unit-2

1. Explain about sub-domain.
2. Write about contextual links
3. Explain about web-site optimization.
4. What is on-page SEO?
5. What is URL?

Unit-3

1. Explain about Site Map.
2. Explain about Link Bait for SEO
3. Explain about trust Rank for SEO
4. What is off-page SEO?
5. What is link network?
6. What is buying link?

Unit-4

1. Explain about SEO goals.
2. Explain about RSS feeds.
3. Explain about Google places.
4. What is micro site?
5. What is blog?
6. What is web ecosystem?

	P.R.Government College (Autonomous) Kakinada	Program & Semester II B.COM., IV SEMESTER			
Course Code	AUDITING				
Teaching	Hours Allocated: 75 (Theory)	L	T	P	C
Pre-requisites:		4	0	-	4

Course Outcomes:

- Understanding the meaning and necessity of audit in modern era
- Comprehend the role of auditor in avoiding the corporate frauds
- Identify the steps involved in performing audit process
- Determine the appropriate audit report for a given audit situation
- Apply auditing practices to different types of business entities
- Plan an audit by considering concepts of evidence, risk and materiality

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Understanding the meaning and necessity of audit in modern era	Understanding
CO2	Comprehend the role of auditor in avoiding the corporate frauds	Application
CO3	Identify the steps involved in performing audit process	Analyzing
CO4	Determine the appropriate audit report for a given audit situation	Application
CO5	Apply auditing practices to different types of business entities and plan an audit by considering concepts of evidence, risk and materiality	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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UNIT I	<p>1. Introduction: Meaning – Objectives – Importance of Auditing – Characteristics - Book Keeping vs Auditing - Accounting vs Auditing –</p> <p>2. Role of Auditor in Checking Corporate Frauds.</p>
UNIT II	<p>3. Types of Audit: Based on Ownership, Time and Objective</p> <p>4. Independent, Financial, Internal, Cost, Tax, Government, Secretarial Audits</p>
UNIT III	<p>5. Planning of Audit: Steps to be taken at the Commencement of a New Audit – Audit Programme - Audit Note Book– Audit Working Papers –</p> <p>6. Audit Evidence - Internal Check, Internal Audit and Internal Control.</p>
UNIT– IV	<p>7. Vouching and Investigation: Definition and Importance of Vouching Objectives of Vouching</p> <p>8. Vouching of Cash and Trading Transactions– Investigation - Auditing vs. Investigation</p>
UNIT– V	<p>9. Company Audit and Auditors Report: Auditor's Qualifications Appointment and Reappointment. –</p> <p>10. Rights, Duties, Liabilities and Disqualifications - Audit Report: Contents Preparation - Relevant Provisions of Companies Act, 2013.</p>

CO-PO Mapping

(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

Proposed activities:

1. Seminars
2. Visit the audit firms
3. Visit an audit firm, write about the procedure followed by them in Auditing the books of accounts of a firm.
4. Guest lecture by an auditor
5. Collect the information about types of audit conducted in any one Organization
6. Collection of audit reports
7. Group Discussions
8. Draft an audit program

Text Books

1. S.Vengadamani, “Practical Auditing”, Margham Publications, Chennai.
2. Ghatalia, “Principles of Auditing”, Allied Publishers Pvt. Ltd., New Delhi.
3. N.D. Kapoor, “Auditing”, S Chand, New Delhi.
4. Jagadesh Prakesh, “Principles and Practices of Auditing”, Kalyani Publications
5. Kamal Gupta and Ashok Gupta, “Fundamentals of Auditing”, Tata McGraw Hill
6. B.N. Tondan, “Practical Auditing”, S.Chand, New Delhi.
7. K J Vijaya Lakshmi & A S Roopa, Auditing, Seven Hills International Publishers, Hyderabad

Web links

1. https://www.tutorialspoint.com/auditing/auditing_introduction.htm
2. http://www.slideshare.net/Rspeener/introduction-to-report-writingpdf?from_m_app=android

Skill development:

To acquire the knowledge of Auditing -Book Keeping- Types of Audits - Planning of Audit - Vouching - Investigation and Audit Report.

Employability:

A Good Employability Opportunities in Accounting- Finance – Banking – Insurance - Auditing and E-Filing of Income Tax Returns.

Entrepreneurship

Entrepreneurial opportunities like You can take a franchise of Taxation Software Company, Tax Consultancy Services, Audit Expertise Services, Outsourcing Services and Open an Academic for Chartered Accountancy Course

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	% change	Rationale
I	Employability opportunities of Auditing	5%	To make the syllabus current and relevant
II	Audit Office and its Role	4%	To make the syllabus current and relevant
III	Causal Audit – Internal Authorities	2%	To make the syllabus current and relevant
IV	Vouching for petty expenses by internal departments	4%	To make the syllabus current and relevant
V	Civil criminal liabilities of authorities by the audit process	5%	To make the syllabus current and relevant

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM (RCCS - CA) 2020-21		
Subject	4E: AUDITING	
III– SEM	TIME: 21/2 Hours	Max marks: 50

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.NO	TYPES OF QUESTIONS	TO BE GIVEN IN THE QUESTION PAPER			TO BE ANSWERED		
		NO OF QUESTIONS	MARKS ALLOTTED TO EA	TOTAL MARKS	NO OF QUESTIONS	MARKS ALLOTTED TO EACH QUESTION	TOTAL MARKS
1	Short Questions	8	5	40	4	5	20
2	Essay Questions	6	10	60	3	10	30
TOTAL MARKS				100	TOTAL MARKS		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Very Short Questions 5 Marks	Essay Questions 10 Marks	Marks allotted to the chapter
Module – I	2	2	30
Module – II	1	1	15
Module – III	2	1	20
Module – IV	2	1	20
Module – V	1	1	15
Total No. of Questions	08	06	100

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM (RCCS - CA) 2020-21		
Subject	<u>4E: AUDITING</u>	
III– SEM	TIME: 21/2 Hours	Max Marks: 50
MODEL QUESTION PAPER		

Time: 2 ½ Hrs.

Max. Marks: 50M

SECTION-I

Answer any FOUR of the following questions.

4x5 =20 Mark

1. Contents of Unit-I
2. Contents of Unit-I
3. Contents of Unit-II
4. Contents of Unit-III
5. Contents of Unit-III
6. Contents of Unit-IV
7. Contents of Unit-IV
8. Contents of Unit-V

Section-II

Answer any THREE of the following questions

3x10=30 Marks

9. Contents of Unit-I
10. Contents of Unit-I
11. Contents of Unit-II
12. Contents of Unit-III
13. Contents of Unit-IV
14. Contents of Unit-V

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM (RCCS - CA) 2020-21		
SUBJECT		4E: AUDITING
III- SEM	TIME:2 ½ HOURS	Max marks: 50
QUESTION BANK		

UNIT - I

Essay questions

1. Define Auditing and discuss its objectives.
2. Explain the advantages and limitations of Auditing
3. Distinguish between Accounting and Auditing.
4. Discuss the Role of Auditor in Checking Corporate Frauds.

Short questions

1. AICPA and ICAI
2. Corporate Frauds
3. Importance of Auditing
4. Book Keeping

UNIT – II

Essay questions

1. Explain about different types of Audits based on Objectives.
2. Discuss about various types of Audits based on Time.
3. Write about different types of Audits based on Ownership
4. Explain: 1) Independent Audit
2) Tax Audit

Short questions

1. Define Financial Audit.
2. Explain Internal Audit.
3. Define Cost Audit.
4. Define Government Audit.

UNIT – III

Essay questions

1. What is Audit Program? Explain its advantages and disadvantages.
2. Distinguish between Internal Audit External Audit.
3. Explain about Internal Control and examine the purposes of it.
4. Explain: 1. Audit Working Papers 2. Audit Note Book

Short questions

1. What is Internal Check?
2. Define Audit Evidence
3. What is Audit Program ?
4. Define New Audit.

UNIT – IV

Essay questions

1. Briefly explain the Importance and Objectives of Vouching
2. What is vouching? Explain the vouching procedure of Cash Receipts.
3. Explain the Vouching Procedure for Trading Transactions.
4. Distinguish between Auditing and Investigation.

Short questions

1. Objectives of Vouching
2. Investigation
3. Importance of Vouching
4. Explain Trading Transactions

UNIT – V

Essay questions

1. Discuss the Provisions of Appointment of Auditors
2. Explain the Rights and Duties of Auditors.
3. Describe the contents of audit report and outline the statutory requirements.
4. Explain the Liabilities and Disqualifications of Auditors.

Short questions

1. Auditor Report
2. Reappointment of Auditor
3. Qualifications of Auditor
4. Disqualifications of Auditor

	P.R.GovernmentCollege(Autonomous) Kakinada	Progra m & Semester II B.COM IVSEM			
CourseCode	COST AND MANAGEMENT ACCOUNTING				
Teaching	HoursAllocated:72 (Theory)	L	T	P	C
Pre-requisites:	Employability	4	0	-	4

Course Outcome

- 1.To understand various costing systems and management systems
- 2.To evaluate the costs and benefits of different conventional and contemporary costing systems
- 3.To differentiate methods of schedule costs as per unit of production .
- 4.Acquire conceptual knowledge of basic of accounting.
- 5.Identify events that need to be recorded in the accounting records.
- 6.Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP.

Course Outcomes:

CO1	Acquire the basic knowledge of the terms such as, Cost Accounting Definition, Features Objectives Functions Scope Advantages and Limitations. Management Accounting: Features Objectives Functions Elements of Cost Preparation of Cost Sheet.	Remembering & Understanding
CO2	Understanding Techniques of Inventory Control Valuation of Material Issues: FIFO LIFO - Simple and Weighted Average Methods Application for Cost Methods of Payment of Wages- Incentive Schemes -Time Rate Method, Piece Rate Method, Halsey, Rowan Methods and Taylor.	Application
CO3	Analysing the Job Costing and Batch Costing Definition and Features of Job Costing – Economic Batch Quantity (EBQ) – Preparation of Job Cost Sheet Application for Job Cost Sheet and Batch Costing.	Analyzing
CO4	Develop analytical skills in Financial Statement Analysis- Comparative Analysis Common Size Analysis and Trend Analysis Financial Statements Features, Limitations. Need, Meaning, Objectives, and Process of Financial statements	Remembering & Application
CO5	Evaluate the Meaning and Features of Marginal Costing Contribution Profit Volume Ratio Break Even Point Application for Margin of Safety – Estimation of Profit and Estimation of Sales	Application

Skill Development		Employability		Entrepreneurship	
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Course with focus on employability/entrepreneurship

Skill Development modules

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
B.COM – II YEAR (EM,TM,CA & CECS)		
Subject	4B: COST MANAGEMENT ACCOUNTING	
Hours: 5 Hrs. (4 Lectures + 1 Tutorials)		Max. Marks: 50
IV– SEM	TIME: 21/2 Hours	Credits: 4

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	□
MODULE I	<p>Introduction:</p> <p>1. Cost Accounting: Definition – Features – Objectives – Functions – Scope – Advantages and Limitations</p> <p>2. Management Accounting: Features – Objectives – Functions – Elements of Cost - Preparation of Cost Sheet (including problems)</p>
MODULE II	<p>Material and Labour Cost:</p> <p>1. Techniques of Inventory Control – Valuation of Material Issues: FIFO - LIFO - Simple and Weighted Average Methods</p> <p>2. Labour: Direct and Indirect Labour Cost – Methods of Payment of Wages- Incentive Schemes -Time Rate Method, Piece Rate Method, Halsey, Rowan Methods and Taylor Methods only(including problems)</p>
MODULE III	<p>Job Costing and Batch Costing:</p> <p>1. Definition and Features of Job Costing – Economic Batch Quantity (EBQ) – Preparation of Job Cost Sheet</p> <p>2. Problems on Job Cost Sheet and Batch Costing(including problems)</p>

<u>MODULE –IV</u>	<p>Financial Statement Analysis and Interpretation:</p> <ol style="list-style-type: none"> 1. Financial Statement Analysis- Comparative Analysis – Common Size Analysis and Trend Analysis (including problems). 2. Financial Statements - Features, Limitations. Need, Meaning, Objectives, and Process of Financial statements
<u>MODULE – V</u>	<p>Marginal Costing:</p> <ol style="list-style-type: none"> 1. Meaning and Features of Marginal Costing – Contribution – Profit Volume Ratio- Break Even Point 2. Margin of Safety – Estimation of Profit and Estimation of Sales (including problems)
	♦

CO-PO Mapping:

(1:Slight[Low];2:Moderate [Medium];3:Substantial[High] No Correlation

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

TEXT BOOKS:

S.P. Jain and K.L. Narang –

M.N. Arora – A test book of Cost Accounting

S.P. Iyengar – Cost Accounting,

Nigam & Sharma – Cost Accounting Principles and Applications

S.N. Maheswari– Principles of Management Accounting,

<u>References</u>	<ul style="list-style-type: none">♦ Advanced Cost Accounting, KalyaniPublishers.♦ , Vikas Publishing House Pvt.Ltd.♦ Sultan Chand &Sons.♦ , S.Chand&Sons.♦ Sultan Chand &Sons.
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Proposed activities:

- Book Reading
- Student Seminars, Debates
- Quiz Programmes
- Assignments
- Co-operative learning
- Individual / Group Field Studies
- Group Discussions on problems relating to topics covered by syllabus
- Collecting prospectus of different companies through media
- Collection of news reports and maintaining a record of paper-cuttings relating
- topics covered in syllabus
- Talk on current affairs about business, industry etc.

- Simple project work on development of Certificate of Incorporation, Prospectus and
- Certificate of commencement of business

Web links

<https://www.slideshare.net/123456789ASHU/costing-53163439>

<https://www.slideshare.net/srpanchong/materials-1638476>

<https://www.slideshare.net/srimantkumar52/job-costing-20029448>

<https://www.slideshare.net/padumchetry3/financial-statement-40864460>

<https://www.slideshare.net/sanchitgargar/accounts-marginal-costing>

Skill development:

Cost Management Accounting is one of the most sought out certifications in the business world. To become a Cost Management Accountant in India, you have to become a member of the Institute of Cost Accountants of India and pass the examination. This article will discuss in detail all about becoming a Cost Management Accountant

Employability:

A cost accountant supports business decisions by analyzing data and providing managers with insightful costing information. They manage expenditures and look for cost efficient solutions to inefficiency problems.

Entrepreneurship:

Interest in entrepreneurship and research within the field of entrepreneurship has increased, although the aim and direction of the research has changed. In today's studies there is more focus on the entrepreneurial process on firm level within organization.

Syllabus Change in AY 2022-23			
UNIT	Addition/Deletion	% change	Rationale
I	Need and Characteristics of cost sheet	4%	To make the syllabus current and relevant
II	Gantt task and Emerson methods	5%	To make the syllabus current and relevant
III	Disadvantages of job costing	5%	To make the syllabus current and relevant
IV	ABC analysis	4%	To make the syllabus current and relevant
V	Need of marginal costing	2%	To make the syllabus current and relevant

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM (TM, EM, CA,CECS) w.e.f.2020-21		
Subject	4B: COST AND MANAGEMENT ACCOUNTING(Gen, CA & CS)	
IV– SEM	TIME: 2 1/2 Hours	Max marks : 50
MODEL QUESTION PAPER		

Section-A

I) Answer any Four of the following questions.

4X5=20M

1. Elements of Cost
2. Time Rate Method
3. EOQ
4. Trend Analysis
5. Profit Volume Ratio
6. Job Costing
7. Cost Sheet
8. Inventory Control

Section- B

II) Answer any five of the questions by attempting at least two questions from each section

3X10= 30M

PART-A

9. Define Cost Accounting. Briefly explain the objectives and functions of Cost Accounting.

10.Prepare a cost sheet from the following data to find out profits.

Raw materials consumed 1,60,000

Direct wages - 80,000

Factory over heads - 16,000

Office over heads - 10% of factory cost

Selling price Rs- 100 per unit

Selling over heads Rs. 12,000

Units produced - 4000 units

Units sold – 3600 units

11. Define 'Labour Turnover'. How is it measured? Explain.

PART-B

12. Annual demand for a component is 30,000 units. Cost of set-up per batch is Rs.600. Inventory carrying cost per unit per annum is Rs.1. (i) Calculate the total cost assuming batch size of 4,000 units, 5,000 units, 6,000 units, 7,000 units, 8,000 units, 9,000 units and 10,000 units. Also find the Economic batch quantity. (ii) Using mathematical formula calculate economic batch quantity.
13. Define financial statement analysis. Explain the objectives and process of financial statement analysis.
14. Define Marginal Costing. Explain the features and importance of marginal costing.

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of Question	Marks allotted to each Question	Total marks
<u>1</u>	Section –A Short Questions	8	5	40	4	5	20
<u>2</u>	Section –B Essay Questions	6	10	60	3	10	30
Total Marks				100	Total Marks		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Very Short Questions 5 Marks	Essay Questions 10 Marks	Marks allotted to the chapter
Unit – I	2	2	30
Unit – II	2	1	20
Unit – III	1	1	15
Unit – IV	2	1	20
Unit – V	1	1	15
Total No.of.Questions	08	06	100

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM(RCCS,CA,CECS) w.e.f.2020-21		
Subject	COST MANAGEMENT ACCOUNTING	
IV– SEM	TIME: 21/2 Hours	Max Marks: 50
MODEL QUESTION PAPER		

Time: 2 ½ Hrs.

Max. Marks: 50M

SECTION-I

Answer any FOUR of the following questions.

4x5 =20 Marks

1. Contents of Unit-I (Theory)
2. Contents of Unit-I (Theory)
3. Contents of Unit-II(Theory)
4. Contents of Unit-III(Theory)
5. Contents of Unit-III(Theory)
6. Contents of Unit-IV(Theory)
7. Contents of Unit-IV(Theory)

Section-II

Answer any THREE of the following questions

3x10=30 Marks

8. Contents of Unit-I (Theory & Problem)
9. Contents of Unit-I (Theory & Problem)
10. Contents of Unit-II (Theory & Problem)
11. Contents of Unit-III (Theory & Problem)
12. Contents of Unit-IV (Theory & Problem)
13. Contents of Unit-V (Theory & Problem)

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM (TM, EM, CA & CECS) w.e.f.2020-21		
Subject	4B: COST MANAGEMENT ACCOUNTING	
IV – SEM	TIME: 21/2 Hours	Max marks : 50
QUESTION BANK		

UNIT-1

1. Define Cost Accounting. Briefly explain the objectives and functions of Cost Accounting.
 2. Distinguish between Cost Accounting , Management Accounting
 3. Explain the nature scope and objectives of Management accounting?
 4. Cost sheet (Problem)
- Shorts
5. Nature of cost accounting
 6. preparation of cost sheet.
 7. management accounting

UNIT-2

1. Define ‘Labour Turnover’. How is it measured? Explain.
2. Discuss various incentive plans.
3. Materials (Problem)

Shorts

4. Over time
5. Incentive wage
6. Direct and indirect labour
7. Stock levels
8. Merits of LIFO and FIFO

UNIT-3

1. Distinguish between Job costing and batch costing.
2. Economic Batch Quantity
3. What is meant by job costing? Explain its features?
4. Job cost sheet (Problem)

Shorts

5. What are the features of job costing
6. Job costing.
7. Batch costing.

UNIT-4

1. Define financial statement analysis. Explain the objectives and process of financial statement analysis
2. Briefly explain comparative analysis and common-size analysis.
3. What is financial statement analysis? State how it is useful to various parties.

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Shorts

4. Trend Analysis
5. Comparative income statements.
6. Common size balance sheet.
7. Financial statement analysis

UNIT-5

1. Define Marginal Costing. Explain the features and importance of marginal costing.
2. Explain Break Even Analysis and explain advantages and disadvantages?
3. BEP (Problem)

Shorts

4. Margin of safety.
5. Contribution
6. P/V Ratio
7. Absorption cost

	P.R. Government College (Autonomous) Kakinada	Program & Semester II B.COM., IV SEMESTER			
Course Code	BUSINESS LAW				
Teaching	Hours Allocated: 72 (Theory)	L	T	P	C
Pre-requisites:		4	0	-	4

Course Outcomes:

1. Demonstrate an understanding of the Legal Environment of Business.
2. Communicate effectively using standard business and legal terminology.
3. Demonstrate recognition of the requirements of the contract agreement
4. Demonstrate understanding of contract consideration and capacity
5. Demonstrate recognition of the genuineness of assent in contract formation.
6. Demonstrate understanding of legality and Statute of Frauds in contracts
7. Identify contract remedies
8. Demonstrate recognition of transactions involving the Sales of Goods Act
9. Demonstrate recognition of consumer protection and intellectual property rights

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Acquire knowledge in Law with reference to business and the basic rules regarding a contract, its elements and its types. Offer, Acceptance, Consideration, Remedies, Bailment, Pledge, Conditions and Warranties.	Remembering & Understanding
CO2	Understand the basic rules regarding the law of contract, its elements, Formation and Discharge of a contract, Remedies in case of breach of contract, Contract of Agency, Indemnity, Guarantee and Sale of goods, Difference between Conditions and Warranties, Sale and Agreement to sell, Bailment and Pledge.	Application
CO3	Develop the application skills relating to Formation of a contract, Discharge of contract, Remedies for breach of contract, duties and rights of an agent, Bailer, Bailee, Surety, Unpaid seller.	Analyzing
CO4	Develop an analytical skills using the different case laws relating to contract entered by a minor, a person of unsound mind, a person disqualified by law and free consent, Different conditions and warranties given during sale of goods.	Remembering & Application
CO5	Evaluate the validity of an offer, acceptance, consideration, person's capacity to contract, Consent, damages to be paid in case of breach of contract, conditions, warranties.	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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UNIT I	<p>1. Contract: Meaning and Definition of Contract - Essential Elements of Valid Contract (5hrs)</p> <p>2. Valid Void and Voidable Contracts - Indian Contract Act, 1872 (5hrs)</p>
UNIT II	<p>3. Offer, Acceptance and Consideration: Definition of Valid Offer, Acceptance and Consideration – (5hrs)</p> <p>4. Essential Elements of a Valid Offer, Acceptance and Consideration – (5hrs)</p>
UNIT III	<p>5. Capacity of the Parties and Contingent Contract: Rules Regarding to Minors Contracts - Rules Relating to Contingent Contracts – (5hrs)</p> <p>6. Different Modes of Discharge of Contracts - Rules Relating to Remedies to Breach of Contract - (5hrs)</p>
UNIT- IV	<p>7. Sale of Goods Act 1930 and Consumer Protection Act 2019: Contract of Sale - Sale and Agreement to Sell - Implied Conditions and Warranties (5hrs)</p> <p>8. Rights of Unpaid Vendor- Definition of</p>

	Consumer - Person - Goods - Service - Consumer Dispute - Consumer Protection Councils - Consumer Dispute Redressal Mechanism (5hrs)
<u>UNIT-V</u>	9. Cyber Law: Overview and Need for Cyber Law (5hrs) 10. Contract Procedures - Digital Signature – Safety Mechanisms (5hrs)

CO-PO Mapping:**(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

Correlation)**Proposed activities:****Text Books:**

References	<ol style="list-style-type: none"> 1. J. Jaysankar, Business Laws, Margham Publication. Chennai. 2. ND Kapoor, Business Laws, S Chand Publications. 3. Balachandram V, Business law, Tata McGraw Hill. 4. Tulsian, Business Law, Tata McGraw Hill. 5. Pillai Bhagavathi, Business Law, SChand Publications. 6. Business Law, Seven Hills Publishers, Hyderabad.
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Web links:

1. <https://www.slideshare.net/prachiporwal50/essential-of-valid-contract>
2. <https://www.slideshare.net/MoazzamHabib1/essential-elements-of-a-valid-contract-1>
3. <https://www.slideshare.net/deepu2000/offer-and-acceptance-69710803>
4. <https://www.slideshare.net/bogeybear/contract-law-offer-and-acceptance>
5. <https://www.slideshare.net/shivi2022/contingent-contracts-173234465>
6. <https://www.slideshare.net/AbhishaPaul/capacity-of-parties-to-enter-in-to-contract>
7. <https://www.slideshare.net/AgamSharma20/conditions-and-warranties-195972052>
8. <https://www.slideshare.net/ajay05school/sale-of-goods-act-1930-196319546>
9. <https://www.slideshare.net/AdityaShukla7/cyber-law-in-india-its-need-importance>
10. <https://www.slideshare.net/talwant/cyberlaw-an-overview>

Skill development:

Boost your career by utilizing these short, informative video lessons that address various aspects of business law. This course can help you further develop skills needed to understand and work within these areas of law to help advance your career or prepare to start a new career path.

Employability:

Learn new skills or earn credit towards a degree at your own pace with no deadlines, using free courses from Saylor Academy. We're committed to removing barriers to education and helping you build essential skills to advance your career goals. Start learning here, or check out our full course catalog.

Entrepreneurship:

When starting a new venture, understanding the relevant laws can make or break your success. This course covers the basics of business law for an entrepreneur. It reviews legal structures for a new venture, intellectual property, employment law, contracts, government regulation, and personal and real property.

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
UNIT I	Express and Implied Contract.	20%	To introduce the current happenings in the Society.
UNIT II	Types of offer	20%	To introduce the current happenings in the Society.
UNIT III	Capacity of contract with convicted person	20%	To introduce the current happenings in the Society.
UNIT IV	Right to lien	20%	To introduce the current happenings in the Society.
UNIT V	E-Commerce	20%	To introduce the current happenings in the Society.

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

S.NO	TYPES OF QUESTIONS	TO BE GIVEN IN THE QUESTION PAPER			TO BE ANSWERED		
		NO OF QUESTIONS	MARKS ALLOTTED TO EA	TOTAL MARKS	NO OF QUESTIONS	MARKS ALLOTTED TO EACH QUESTION	TOTAL MARKS
1	Short Questions	8	5	40	4	5	20
2	Essay Questions	6	10	60	3	10	30
TOTAL MARKS				100	TOTAL MARKS		50

Chapter Name	Very Short Questions 5 Marks	Essay Questions 10 Marks	Marks allotted to the chapter
Module – I	2	2	30
Module – II	1	1	15
Module – III	2	1	20
Module – IV	2	1	20
Module – V	1	1	15
Total No. of Questions	08	06	100

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM (RCCS) w.e.f.2020-21		
Subject	4D: BUSINESS LAW	
IV– SEM	TIME: 21/2 Hours	Max Marks: 50
MODEL QUESTION PAPER		

Time: 2 ½ Hrs.

Max. Marks: 50M

SECTION-I

Answer any FOUR of the following questions.

(4x5 =20) Marks

1. Contents of Unit-I(Theory)
2. Contents of Unit-I(Theory)
3. Contents of Unit-II(Theory)
4. Contents of Unit-III(Theory)
5. Contents of Unit-III(Theory)
6. Contents of Unit-IV(Theory)
7. Contents of Unit-IV(Theory)

SECTION-II

Answer any THREE of the following questions

(3x10=30) Marks

8. Contents of Unit-I(Theory)
9. Contents of Unit-I(Theory)
10. Contents of Unit-II(Theory)
11. Contents of Unit-III(Theory)
12. Contents of Unit-IV(Theory)
13. Contents of Unit-V(Theory)

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM (RCCS AND CA) W.e.f.2020-21		
Subject	4D: BUSINESS LAW	
IV – SEM	TIME: 2 1/2 Hours	Max marks : 50
QUESTION BANK		

Unit – I : Contract

10 Marks

1. Explain about various types of contracts
2. Explain the essential elements of a valid contract
3. Define the following under Indian Contract Act 1872
 - a) Proposal b) Acceptance c) Promise d) Agreement e) Consideration f) Contract

5 Marks

1. Write about the sources of Business Law
2. Distinguish between Agreement and Contract

Unit –II : Offer, Acceptance and Consideration

10 Marks

1. What is an offer and describe the essentials of a valid offer
2. Define Acceptance and describe the essentials of a valid acceptance
3. Define consideration and explain its features

5 Marks

1. When the communication of offer and acceptance complete as per ICA 1872
2. Describe the types of Offers

Unit –III : Capacity of the Parties and Contingent Contract

10 Marks

1. Explain the special rules regarding contracts with minors
2. Describe the various modes of discharge of Contract.
3. Explain about the remedies available to the aggrieved party on the breach of contract

5 Marks

1. Explain about Contingent Contract
2. Describe the Capacity to Contract

Unit - IV: Sale of Goods Act 1930 and Consumer Protection Act 2019:

1. Describe the implied conditions and warranties under sale of goods contract
2. Explain the rights of unpaid seller (vendor).
3. Describe about Consumer grievance redressal agencies

5 Marks

1. Describe about Agreement to sell
2. Define Consumer and Complainant under CP Act

Unit - V: Cyber Law:

10 Marks

1. Write about aims and objectives of Information Technology Act 2000
2. Describe about Digital Signature and Electronic Signature
3. Explain the provisions of E Governance and E Commerce in IT Act 2000

5 Marks

1. Describe the E Governance
2. Describe the E Commerce

	P.R.Government College (Autonomous) Kakinada	Program & Semester II B.COM IV SEMESTER			
Course Code	CORPORATE ACCOUNTING				
Teaching	Hours Allocated: 72 (Theory)	L	T	P	C
Pre-requisites:		4	0	-	4

Course Outcomes:

- ☐ Understand the Accounting treatment of Share Capital and aware of process of bookbuilding.
- ☐ Demonstrate the procedure for issue of bonus shares and buyback of shares.
- ☐ Comprehend the important provisions of Companies Act, 2013 and prepare final accounts of a company with Adjustments.
- ☐ Participate in the preparation of consolidated accounts for a corporate group.
- ☐ Understand analysis of complex issues, formulation of
- ☐ well-reasoned arguments and reaching better conclusions.
- ☐ Communicate accounting policy choices with reference to relevant laws and accounting standards.

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Acquire the knowledge in company accounts such as meaning of a company, characteristics of a company, definition of shares, debentures, underwriting and goodwill, types of shares, bonus share, right share and underwriting, liquidation.	Remembering & Understanding
CO2	Understand the accounting treatment in issue of shares at par premium and discount, issues of debenture, managerial remuneration, calculation of goodwill and shares and liquidator's statement of affairs.	Application
CO3	Develop the application skills to computation of pro-rate allotment, redemption of preference shares, profit and loss account and preparation of balance sheet of companies (new format).	Analyzing
CO4	Familiarize the analytical skills in corporate accounting, calculation of underwriting commission, redemption of debentures in sinking fund method, valuation of shares and liquidators final statement.	Remembering & Application
CO5	Evaluate the techniques for redemption of preference share, valuation of goodwill and shares, deficiency account in liquidation.	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA	
B.COM – II YEAR – (TM, EM, CA &CECs) w.e.f. 2020-21.	
Subject	4A:CORPORATE ACCOUNTING
Hours: 5 Hrs. (4 Lectures + 1 Tutorials)	Max. Marks: 50Marks
IV– SEM	TIME: 21/2 Hours Credits: 4
MODULE I	<p>1. Accounting for Share Capital: Kinds of Shares – Types of Preference Shares at par, Discount and Premium (5 Hours)</p> <p>2. Forfeiture and Reissue of Shares (Including Problems)(5 Hours) Additional inputs: RIGHT AND SWEAT ISSUE</p>
MODULE II	<p>1. Issue and Redemption of Debentures and Issue of Bonus Shares:(5 Hours)</p> <p>2. Accounting Treatment for Debentures Issued and Repayable at par, Discount and Premium – Issue of Bonus Shares – Buyback of Shares (Including Problems)(5 Hours) Additional inputs: CAPITAL DEDUCTION</p>
MODULE III	<p>1. Valuation of Goodwill: Accounting Standards - Need and Methods -(5 Hours)</p> <p>Average Profit Method, Super Profits Method –Capitalization Method and Annuity Method (Including Problems).(5 Hours) Additional inputs: FACTORS INFLUENCED TO GOODWILL</p>
MODULE IV	<p>1. Valuation of shares: Need for Valuation - Methods of Valuation - Net</p>

	<p>assets method, Yield basis method, Fair value method (Including Problems)(5 Hours)</p> <p>Additional inputs: : MEANING OF RECONSTRUCTION , AMALGMATION AND HOLDING</p>
MODULE V	<p>1. Company Final Accounts: Provisions of the companies Act, 2013 – Preparation of Final Accounts – Adjustments Relating to Preparation of Final Accounts . (5 Hours)</p> <p>2. Profit and Loss Account and Balance Sheet (Including Problems with Simple Adjustments).(5 Hours)</p> <p>Additional inputs: Transfer of Elements Under The Adjustments</p>

CO-PO Mapping:

(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

Proposed activities:

- Assignments
- Problem Solving Exercises
- Collect and fill the share application form of a limited Company
- Collect Prospectus of a company and identify its salient features
- Collect annual report of a Company and List out its assets and Liabilities.
- Collect the annual reports of company and calculate the value of goodwill under different methods
- Power point presentations on types of shares and share capital
- Group Discussions on problems relating to topics covered by syllabus

Text Books:

Text Books:	<ol style="list-style-type: none">1. Corporate Accounting – T.S Reddy and Murthy, Margham Publications, Chennai.2. Advanced Accounts: M C Shukla, T S Grewal and S C Gupta, S Chand Publications3. Corporate Accounting – Haneef & Mukherji, Tata McGraw Hill Publications.4. Corporate Accounting – RL Gupta & Radha Swami, Sultan Chand & sons5. Corporate Accounting – P.C. Tulsian, S.Chand Publishers6. Advanced Accountancy: Jain and Narang,, Kalyani Publishers
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References:	<ol style="list-style-type: none"> 1. V.K.GuptSulthanChand 2. Tulasian&Tata Mcgraw Hill Co 3. S.P. Jain & K.L Narang 4. T.S.Grewal , S.Chand and CO 5. Shukla and Grewal , S.Chand& Co 6. R.L. Gupta and Radha 7. HimalayaPublishers
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Web links:

1. <https://testbook.com/learn/corporate-accounting/>
2. <https://www.upcounsel.com/define-corporate-accounting>
3. <https://onlinemasters.ohio.edu/blog/corporate-accounting/>
4. <https://www.freshbooks.com/en-ca/hub/accounting/corporate-accounting>
5. <https://www.indeed.com/career-advice/career-development/types-of-accounting>

Skill development:

The importance of corporate accounting having skilled accountants working in or for your business. Whether you're an entrepreneur managing your books on your own or an established professional seeking employment, quality accounting skills are crucial to maintain the financial health of your business or advance your career.

Employability:

The most sought after skills included the ability to collaborate with colleagues, present, discuss and defend views, and having a positive attitude. overall, a team player with a positive attitude and good communication skills appeared to be the most valued behavioural skill as perceived by employers.

Entrepreneurship:

- Managing Cash Flow. The time-tested saying, “cash is king” really is true. ...
- Maintaining a Balance Sheet. ...
- Identifying a Path to Profitability. ...
- Communicating About Money. ...
- Forecasting the Future of Your Business.

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
UNIT I	Right And Sweat Issue	20%	To make the syllabus current and relevant
UNIT II	Capital Deduction	20%	To make the syllabus current and relevant
UNIT III	Roal of Goodwill	20%	To make the syllabus current and relevant
UNIT IV	Meaning of Reconstruction , Amalgamation And Holding	20%	To make the syllabus current and relevant
UNIT V	Transfer of Elements Under The Adjustments	20%	To make the syllabus current and relevant

SUBJECT: CORPORATE ACCOUNTING (4 A) :

TIME: 2.30 HRS

MARKS: 50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of. Question	Marks allotted to each Question	Total marks
<u>1</u>	Section –A Short Questions	8	5	40	4	5	20
<u>2</u>	Section –B Essay Questions	6	10	60	3	10	30
Total Marks				100	Total Marks		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Essay Questions 10 Marks	Very Short Questions 5 Marks	Marks allotted to the chapter
Module – I	2	2	30
Module – II	1	1	15
Module – III	1	2	20
Module – IV	1	1	15
Module – V	1	2	20
Total No.of.Questions	06	08	100

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM (RCCS, CA & CECs) w.e.f.2020-21		
Subject	CORPORATE ACCOUNTING	
IV – SEM	TIME: 2 1/2 Hours	Max marks : 50

Time: 2 1/2 Hours

(Max. Marks : 50)

Section-A

[4X5=20]

Answer any Four of the following questions.

- 1.Contents of Unit-I(Theory)
- 2.Contents of Unit-II(Theory)
- 3.Contents of Unit-III(Theory)
- 4.Contents of Unit-IV(Theory)
- 5.Contents of Unit-V(Theory)
- 6.Contents of Unit-I to Unit V(Theory)
- 7.Contents of Unit-I to Unit V(Theory)

Section-B

[3X10=30]

Answer any Three questions

9. Contents of Unit-I (Theory &Problem)
10. Contents of Unit-I (Theory &Problem)
- 11.Contents of Unit-II (Theory &Problem)
12. Contents of Unit-III (Theory &Problem)
- 13.Contents of Unit-IV (Theory &Problem)
- 14.Contents of Unit-V (Theory &Problem)

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM (TM, EM, CA & CECs) w.e.f.2020-21		
Subject	4A:CORPORATE ACCOUNTING	
IV – SEM	TIME: 21/2 Hours	Max marks : 50
MODEL QUESTION PAPER		

SECTION – I

Answer any four of the following Questions:

5X4=20M

1. Calls in arrears
2. Debentures
3. Super Profit Method
4. Reserves and Surplus.
5. Valuation of Shares.
6. Shares forfeited and Reissue of shares
7. Need of valuation of goodwill

SECTION – II

Answer any Three the following questions

3x10=30 M

9.Distinguish between equity and preference share

10. company was floated with an authorized capital consisting of 20,000 9% preference shares of Rs. 100 each, payable Rs.25 per share on application, Rs.25 per share on allotment and Rs.50 per share on first and final call; and 3,00,000 Equity Shares of Rs.10 each, payable Rs.2.50per share on allotment and Rs.5 per share on the first and final call. Applications were received for the whole of the preference and Equity shares. All the money due on the shares was paid with the exception of the amount due on the first and final call on 4,000 Equity shares. Make the necessary entries and the Balance sheet of the company.

11. What is meant by Debentures? Explain the different types of debentures

12. The Balance sheet of Vijay Ltd. As on 31. 3. 2004 was as under

Liabilities	Rs.	Assets	Rs.
4,000 Equity shares of Rs.100 each	4,00,000	Land and Building	2,50,000
General Reserve	50,000	Machinery	1,20,000
Profit and Loss Account	50,000	Investment at cost (market value Rs. 60,000)	70,000
Creditors	90,000	Debtors	1,00,000
Provision for taxation	40,000	Stock	80,000
		Cash at Bank	10,000
	6,30,000		6,30,000

Additional Information:

- a) Land and buildings and machinery are valued at Rs.2,40,000 and Rs.95,000.
- b) Of the total debtors Rs.5,000 are bad.
- c) Goodwill is to be taken at Rs.50,000.
- d) The normal rate of dividend declared by such type of companies is 15% on paid up capital.
- e) The average rate of dividend declared and paid by this company is 20% on its paid up capital.

Calculate fair value of equity shares.

13. How to Prepare Company Final Accounts?

14. Explain the Various Methods of Valuation of Goodwil

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM(TM, EM, CA & CECS) w.e.f.2020-21		
Subject	<u>4A : CORPORATE ACCOUNTING</u>	
IV – SEM	TIME: 21/2 Hours	Max marks : 50
QUESTION BANK		

UNIT-I ACCOUNTING FOR SHARE CAPITAL:

ESSAY QUESTIONS:

1. What is share? Discuss the types of shares which a company can issue.
2. Distinguish between equity and preference share
3. What is meant by preference share? What are the type's preference shares?
4. Issue of Shares (one problem)

UNIT-II ISSUE AND REDEMPTION OF DEBENTURES AND ISSUE OF BONUS

SHARES:

ESSAY QUESTIONS:

1. What is meant by Debentures? Explain the different types of debentures
2. Define Debentures? Explain the Methods of Issue and redemption of Debentures?
3. Explain the sources of Issue of Bonus Shares.
4. Define Bonus Shares. Explain the SEBI's guidelines for Issues of Bonus Shares.
5. problem from bonus shares.

UNIT-III VALUATION OF GOODWILL:

ESSAY QUESTIONS:

1. Define Goodwill. Explain the Need and Importance of Valuation of Goodwill.
2. Explain the Various Methods of Valuation of Goodwill.
3. Explain the factors affecting the value of good will.
4. Problem from good will valuation.

UNIT-IV VALUATION OF SHARES:

ESSAY QUESTIONS:

1. Explain the Need and Importance of Valuation of Shares.
2. Explain the Various Methods of Valuation of Shares.
3. Problem from valuation of shares.

UNIT-V COMPANY FINAL ACCOUNTS:

ESSAY QUESTIONS:

1. How to Prepare Company Final Accounts
2. problem from Final Accounts.

SHORT ANSWER QUESTIONS:

1. Average Profits Method
2. Super Profit
3. Annuity method
4. Capitalization Method
5. Need of valuation of goodwill
6. Valuation of Shares.
7. Net Assets Method
8. Yield Basis Method
9. Exchange Method
10. Simultaneous Equation Method
11. Shares
12. Share premium
13. Calls in arrears
14. Shares forfeited and Reissue of shares
15. Debentures
16. Calls in Advance
17. Profit and Loss appropriation account
18. Reserve and Surplus.
19. Bonus Shares.

	P.R.Government College (Autonomous) Kakinada	Program & Semester II B.COM IV SEMESTER			
Course Code	INCOME TAX				
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		4	0	-	4

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	1. Students would identify the technical terms related to Income Tax.	Remembering & Understanding
CO2	2. Students would determine the residential status of an individual and scope of total income.	Application
CO3	3. Students would compute income from salaries, house property business/profession, capital gains and income from other sources	Analyzing
CO4	4. Students would discuss the various benefits/ deductions under Chapter VI-A of the Income tax act, 1961	Remembering & Application
CO5	5. Students would compute the net total income of an individual	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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UNIT - I	<p>1. Introduction: Income Tax Act 1961- Basic Concepts: Income, Person, Assessee – Assessment year, Previous year, Rates of tax, (5 HOURS)</p> <p>2. Agricultural Income, Residential Status of Individual – Incidence of Tax – Incomes Exempted from tax.(Theory only) (5 HOURS)</p>
UNIT - II	<p>3. Income from Salaries: Basic of charge, Tax treatment of different types of salaries Allowances, Perquisites, Profits in lieu of salary, Deductions from salary income – (5 HOURS)</p> <p>4. Computation of salary income.(Including Problems) (5 HOURS)</p>
UNIT - III	<p>5. Income from House Property and Profits and Gains from Business: Annual Value, Let-out/Self Occupied/Deemed to be Let-out house – Deductions from Annual Value – Computation of Income from Property- (5 HOURS)</p> <p>6. Definition of Business and Profession – Procedure for Computation of Income from Business – Revenue and Capital Nature of Incomes and Expenses – Allowable Expenses – Expenses Expressly Disallowed – Computation (Including problems) – (5 HOURS)</p>
UNIT - IV	<p>7. Income from Capital Gains – Income from Other Sources: Meaning of Capital Asset – Types – Procedure for Computation of Long-term and Short-term Capital Gains/Losses – (5 HPURS)</p> <p>8. Meaning of Other Sources – General Incomes – Specific Incomes – Computation.(Including Problems) – (5 HOURS)</p>
UNIT - V	<p>9. Computation of Total Income of an Individual: Deductions under section 80 – (5 HOURS)</p> <p>10. Computation of Total Income.(Simple problems) – (5 HOURS)</p>

CO-PO Mapping:

(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)

	PO 1	PO2	PO3	PO4	PO5	PO6	PO 7	PO 8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

Proposed activities:

Text Books:

<u>Reference:</u>	<ol style="list-style-type: none"> 1. Direct taxes law & practice – Vinod K Singhania, KapilSinghania, Taxmann's 2. Direct taxes law & practice – GirishAhuja, Dr. Ravi Gupta, Bharat's 3. Direct taxes law & practice – BB Lal – Pearson's 4. Indirect taxes law & practice – V.S. Datey, Taxmann's 5. Indirect taxes – V. Nagaragan, Asia Law house 6. Central Exercise Mannual – Law & procedure – P. Verra Reddy, Asia Law house 7. Andhra Pradesh VAT Act & Rules – N K Acharya , Asia Law house <p>Elements of Income Tax – Dr. P.V. RamanaRao, Dr. A. Sudhakar, Dr. S. KrishnaiahGoud, National Publishing House</p>
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Web links

1. <https://www.slideshare.net/hukmarampawar/income-tax-act-1961-25173174>
2. <https://www.slideshare.net/bsatyanarayanarao/agricultural-income-24144405>
3. <https://www.slideshare.net/RAJESHJAIN65/income-from-salary-46118982>
4. <https://www.slideshare.net/gayu2094/tax-deducted-at-source-on-salary>
5. <https://www.slideshare.net/PRavichandranChandra/income-from-house-property-118051824>
6. <https://www.slideshare.net/coopjbb1/computation-of-income-tax-78713159>
7. <https://www.slideshare.net/Paritoshc786/capital-gains-ppt>
8. <https://www.slideshare.net/Paritoshc786/income-from-other-sources-85773016>
9. <https://www.slideshare.net/harishvm/tax-computation>

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA			Skill
II B.COM (TM, EM and CA) w.e.f.2020-21			
Subject	INCOMTAX		
IV – SEM	TIME: 21/2 Hours	Max marks: 50	

development:

Income Tax Act provides deduction towards expenditure incurred on the skill development project. Whereas, rule 6AAF of the Income Tax Rules provides the guidelines to be followed by the company in order to notify the skill development.

Employability:

An individual's entire remuneration/salary received from an employer for services rendered in India is taxable in India. Taxable income includes all amounts, whether in cash or in kind, arising from an office of employment

Entrepreneurship

For all entrepreneurs, the basic steps towards success should be generating revenue and managing the same. It is vital for you to familiarize yourself with the basic money management skills that includes an understanding of credit, tax forms and much more

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
UNIT I	Estate duty, Gift tax.	20%	To make the syllabus current and relevant
UNIT II	Fringe benefits in detail.	20%	To make the syllabus current and relevant
UNIT III	Interest on housing loan	20%	To make the syllabus current and relevant
UNIT IV	Speculative business and it's set of loss	20%	To make the syllabus current and relevant
UNIT V	Set off and carry forward of loss	20%	To make the syllabus current and relevant

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of Question	Marks allotted to each Question	Total marks
<u>1</u>	Section –A Short Questions	8	5	40	4	5	20
<u>2</u>	Section –B Essay Questions	6	10	60	3	10	30
Total Marks				100	Total Marks		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Essay Questions 10 Marks	Very Short Questions 5 Marks	Marks allotted to the chapter
Module – I	2	2	30
Module – II	1	1	15
Module – III	1	2	20
Module – IV	1	2	20
Module – IV	1	1	15
Total No.of.Questions	6	08	100

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM (TM, EM and CA) w.e.f.2020-21		
Subject	INCOMTAX	
IV – SEM	TIME: 2 1/2 Hours	Max marks: 50

Time: 2 1/2 Hours

(Max. Marks: 50)

Section-I

[5X4=20]

Answer any FOUR of the following questions

1. Contents of Unit-I
2. Contents of Unit-I
3. Contents of Unit-II
4. Contents of Unit-III
5. Contents of Unit-III
6. Contents of Unit-IV
7. Contents of Unit-IV
8. Contents of Unit-V

Section-II

[3X10=30]

Answer any THREE of the following questions

9. Contents of Unit-I
Only Theory
10. Contents of Unit-I
Theory or problem
11. Contents of Unit-II
Theory or problem
12. Contents of Unit-III
Theory or problem
13. Contents of Unit-IV
Theory or problem
14. Contents of Unit-V
Theory or problem

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM (TM, EM, CA & CECS) w.e.f. 2020-21		
Subject	4C: INCOME TAX	
IV - SEM	TIME: 21/2 Hours	Max marks : 50
QUESTION BANK		

UNIT-I INTRODUCTION:

ESSAY QUESTIONS:

1. Define tax and explain the important characteristics of the tax?
2. Distinguish between direct tax and indirect tax?
3. Explain the meaning of previous year and assessment year with example
4. Define the terms exemption and deduction explain their significance in the income tax act?
5. What is the Agricultural income? Calculate the tax liabilities?
6. How do you determine the residential status of an individual?

SHORT QUESTIONS:

1. What is Income Tax?
2. What is H.U.F (Hindu undivided family)
3. What is agricultural income?
4. Assessment year & Previous year
5. What is Assessee?
6. What is person?
7. What is PAN?
8. What is Cess ?
9. What is surcharge?

UNIT-II INCOME FROM SALARY:

ESSAY QUESTIONS:

1. How to compute income from salary?
2. Briefly explain different types of Allowances?
3. Briefly explain the different types of provident funds?
4. Briefly explain different types of perquisites?

SHORT QUESTIONS:

1. Under section 16
2. Perquisite
3. Allowance
4. Tax free Allowance
5. House rent Allowance
6. Public provident fund

UNIT-III INCOME FROM HOUSE PROPERTY AND BUSINESS OR PROFESSION

ESSAY QUESTIONS:

1. Explain how the income from house property is computed under the provisions of income tax Act, 1961.
2. Define Annual value. How the annual value is determined?
3. Explain the various deductions from business income under section 30 to 36 of Income Tax Act.
4. How to compute income from business and profession?
5. Discuss the general deductions allowed from income of business or profession.

SHORT QUESTIONS:

1. Define house property?
2. Under section 24
3. Standard rent of house property
4. Fair rental value
5. Speculation loss
6. Valuation of closing stock
7. Deemed business property

UNIT-IV INCOME FROM CAPITAL GAINS – INCOME FROM OTHER SOURCES:

ESSAY QUESTIONS:

1. What is Capital asset? State the assets which are not included in the term capital asset.
2. What are the exemptions available under the head capital gains?
3. What are the general incomes under the head income from other sources?
4. What are the specific incomes under the head income from other sources?

SHORT QUESTIONS:

1. Cost of acquisition
2. Types of capital assets
3. CII (Cost of inflation index)
4. Types of securities

UNIT-V COMPUTATION OF TOTAL INCOME OF AN INDIVIDUAL:

ESSAY QUESTIONS:

1. Explain the provisions of income tax act, 1961 regarding set off and carry forward losses.
2. Explain the income tax provisions relating to section 80G and section 80G

SHORT QUESTIONS:

1. Explain the any three sec 80C to 80U
2. Deductions u/s 80 E

	P.R. Government College (Autonomous) Kakinada	Program & Semester II B.COM IV SEMESTER			
Course Code	GOODS AND SERVICE TAX				
Teaching	Hours Allocated: 72 (Theory)	L	T	P	C
Pre-requisites:		4	0	-	4

Course Outcomes:

1. Understand the basic principles underlying the Indirect Taxation Statutes.
2. Examine the method of tax credit. Input and Output Tax credit and Cross Utilisation of Input Tax Credit.
3. Identify and analyze the procedural aspects under different applicable statutes related to gst.
4. Have general awareness of CGST, SGST and IGST.
5. Gain employability as Accountants.
6. Be Self-employed as GST Consultants.
7. Compute the assessable value of transactions related to goods and services for levy and determination of duty liability.
8. Develop various GST Returns and reports for business transactions in Tally

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Acquire the basic knowledge of Indirect taxation, GST, CGST, SGST,IGST, Levy and collection of GST and Registration of GST	Remembering & Understanding
CO2	Familiarize and understand the concept of direct and indirect taxes, Goods and Service Tax, goods, services, suppliers, business, manufacturer, casual trader, aggregate turnover, input and output tax, tax credits, integrated tax, intermediary and output tax.	Application
CO3	Analyze the difference between direct and indirect taxation, advantages of GST, procedure for registration under GST	Analyzing
CO4	Evaluate the taxation structure before and after implementation of GST, types of tax rates under GST, eligibility and conditions for taking input credit.	Remembering & Application
CO5	Evaluate the taxes subsumed under CGST and SGST, eligibility and conditions for taking input credit, place of supply of Goods or services.	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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SYLLABUS

UNIT - I	<p>1. Introduction: Overview of GST - Concepts –Taxes Subsumed under GST – Components of GST.(5 HOURS)</p> <p>2. GST Council- Advantages of GST-GST Registration. .(5 HOURS)</p>
UNIT - II	<p>3. GST Principles –Vijay Kelkar Sha Committee Recommendations - Comprehensive Structure of GST Model in India: Single, Dual GST.(5 HOURS)</p> <p>4. GST Rates - Taxes Exempted from GST- Taxes and Duties outside the purview of GST- Taxation of Services..(5 HOURS)</p>
UNIT - III	<p>5. Tax Invoice- Bill of Supply-Transactions Covered under GST- Composition Scheme .(5 HOURS)</p> <p>6. Reverse Charge Mechanism- Composite Supply -Mixed Supply..(5 HOURS)</p>
UNIT - IV	<p>7. Time of Supply of Goods & Services: Value of Supply - Input Tax Credit - Distribution of Credit -Matching of Input Tax Credit..(5 HOURS)</p> <p>8. Availability of Credit in Special Circumstances- Cross utilization of ITC between the Central GST and the State GST..(5 HOURS)</p>
UNIT - V	<p>9. GST Returns: Regular Monthly Filing Returns-Composition Quarterly Filing Returns- GSTR-1, GSTR-2, GSTR 2A, GSTR-3, GSTR 3B - Annual Returns GSTR-9, GSTR 9A, .(5 HOURS)</p> <p>10. GSTR 9B& GSTR 9C - Records to be Maintained under GST.(5 HOURS)</p>

CO-PO Mapping:**(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

Proposed activities:**Text Books:**

<u>Text Books:</u>	<ol style="list-style-type: none"> 1. T. S. Reddy and Dr. Y. Hari Prasad Reddy, Business Taxation (Goods and Services Taxes), 2. Taxmann's Basics of GST. 3. Taxmann's GST: A practical Approach. 4. Theory & Practice of GST, Srivathsala,. 5. Goods and Services Tax in India - Notifications on different dates. 6. GST Bill 2012. 7. Background Material on Model GST Law, 8. The Central Goods and Services Tax Act, 2017, No. 12 of 2017 Published by Authority, 9. Ministry of Law and Justice, 10. Theory & Practice of GST:
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REFERENCES:

<u>References:</u>	<ol style="list-style-type: none"> 1. Margham Publications. 2. Himalaya Publishing House 3. Sahitya Bhawan Publications. 4. New Delhi, the 12th April, 2017.
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Web links:

1. <https://www.slideshare.net/HirakParmar1/gst-ppt>
2. <https://www.slideshare.net/DVSResearchFoundatio/registration-under-gst-law-222375361>
3. <https://www.slideshare.net/khayativora/basic-introduction-of-gst>
4. <https://www.slideshare.net/VijayaKumarKavilikat/time-and-value-of-supply-under-gst-law>
5. <https://www.slideshare.net/mmdaga/supply-under-gst-249899031>
6. <https://www.slideshare.net/VijayaKumarKavilikat/invoice-payment-of-tax-under-gst>
7. <https://www.slideshare.net/ManjunathRaibagi/gst-return-filing>
8. <https://www.slideshare.net/financialhospital/types-of-returns-under-gst>
9. <https://www.slideshare.net/GSTLawIndia/filing-of-returns-under-gst>
10. <https://www.slideshare.net/AdminTeamAsija/overview-of-filing-return-under-gst>

Skill development:

There has been a misconception that the only thing required to work in the Social Sector is the will to make a difference. While passion is definitely important, people also require the right kind of knowledge, expertise, tools, and skills in order to work effectively in the Development Leadership and Management space. While the hard skills that one needs may vary from role to role, it is essential for everyone in the space to have the requisite soft skills.

Employability:

India's corporate sector is engaged today in aligning their financial and accounting systems under this new regime. And to achieve the same, it needs a specialized workforce across accounting systems, legal compliances, taxation and data analysis. This is where huge demand of professionals exists. So, from employment perspective, there is huge potential that can be seen under two phases— immediate boost for implementing GST across business sectors and then a steady state demand for ongoing activities going forward.

Entrepreneurship:

1. Development of more industries.
2. Promote the processing and consumption of local materials.
3. Income generation.
4. increase economic growth.
5. Source of employment opportunities.

6. Self employment.

7. Creating job satisfaction.

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
UNIT I	limitations of VAT	20%	To make the syllabus current and relevant
UNIT II	Poddhar committee	20%	To make the syllabus current and relevant
UNIT III	GSTN	20%	To make the syllabus current and relevant
UNIT IV	ITC On Imports	20%	To make the syllabus current and relevant
UNIT V	PAN- Its importance's for GST Returns	20%	To make the syllabus current and relevant

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTING

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM (RCCS) w.e.f.2020-21		
Subject	4F – GOODS AND SERVICES TAX	
IV– SEM	TIME: 21/2 Hours	Max marks: 50

S.NO	TYPES OF QUESTIONS	TO BE GIVEN IN THE QUESTION PAPER			TO BE ANSWERED		
		NO OF QUESTIONS	MARKS ALLOTTED TO EA	TOTAL MARKS	NO OF QUESTIONS	MARKS ALLOTTED TO EACH QUESTION	TOTAL MARKS
1	Short Questions	8	5	40	4	5	20
2	Essay Questions	6	10	60	3	10	30
TOTAL MARKS				100	TOTAL MARKS		50

BLUE PRINT FOR THE QUESTION PAPER SETTING

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Very Short Questions 5 Marks	Essay Questions 10 Marks	Marks allotted to the chapter
Module – I	2	2	30
Module – II	1	1	15
Module – III	2	1	20
Module – IV	2	1	20
Module – V	1	1	15
Total No.ofQuestions	08	06	100

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM (RCCS) w.e.f.2020-21		
Subject	4F – GOODS AND SERVICES TAX	
IV– SEM	TIME: 2 1/2 Hours	Max Marks: 50
MODEL QUESTION PAPER		

Time: 2 ½ Hrs.

Max. Marks: 50M

SECTION-I

Answer any FOUR of the following questions.

(4x5 =20)Marks

1. Contents of Unit-I(Theory)
2. Contents of Unit-I(Theory)
3. Contents of Unit-II(Theory)
4. Contents of Unit-III(Theory)
5. Contents of Unit-III(Theory)
6. Contents of Unit-IV(Theory)
7. Contents of Unit-IV(Theory)
8. Contents of Unit-V(Theory)

Section-II

Answer any THREE of the following questions

(3x10=30) Marks

9. Contents of Unit-I(Theory)
10. Contents of Unit-I(Theory)
11. Contents of Unit-II(Theory)
12. Contents of Unit-III(Theory)
13. Contents of Unit-IV(Theory)
14. Contents of Unit-V(Theory)

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
B.COM – II YEAR – (RCCS) w.e.f.2020-21		
Subject	4F – GOODS AND SERVICES TAX	
IV– SEM	TIME: 21/2 Hours	Max Marks : 50

QUESTION BANK

Unit 1: Introduction

10 Marks

1. What are the components of GST?
2. What is G.S.T? and what are the advantages of G.S.T ?
3. What Taxes are submitted under GST? Explain.
4. Explain the role of GST Council?

5 Marks

1. What are the limitations of VAT.
2. Principles of G.S.T.
3. GST Registration.
4. GST Concepts.

Unit 2 : G.S.T

10 Marks

1. Write a brief note on single G.S.T and dual G.S.T?
- 2.Explain the Vijay Kelkar Sha Committee Recommendations?
3. Explain the models of G.S.T?
4. Explain the Comprehensive Structure of GST model in India?

5 Marks

1. GST exemptions.
2. How tax calculated under G.S.T
3. GST Rates.
4. Single GST.

Unit 3: Taxes and Duties

10Marks

1. What is the treatment of following under G.S.T.
 - a. Tax on petroleum products
 - b. Tax on tobacco products.
2. Explain the various components of G.S.T?
3. Explain the Reverse Charge Mechanism?

4. Explain Composite supply and Mixed Supply?

5 marks

1. How will imports to be taxed under G.S.T.
2. What are the Tax on petroleum crude/High speed diesel.
3. Tax invoice.
4. Taxation of Services.

Unit 4:Inter-State Goods and Services Tax

10 marks

1. List out transactions covered under IGST?
2. What are the major advantages of (IGST) Integrated Goods and Service Tax?
3. What is meant by Time of Supply and Value of Supply?
- 4.Explain CGST and SGST?

5Marks

1. Advantages of I.G.S.T.
2. Service Tax.
3. Input Tax Credit.
4. Distribution of Credit.

Unit 5: Time of Supply of Goods and Services

10 Marks

1. Explain how Input Tax Credit can be utilized?
2. Explain the GST returns?
3. Explain GSTR 1?
4. Explain GSTR-3?

5Marks

1. Transaction value.
2. GSTR-2A..
3. Annual returns.
4. GSTR-9C.

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA						
DM	BUSINESS LAW	II BBA (DM) - IV Sem 2022-23				
Hours	75 (60 + 15)	L	T	P	C	
Focus	Employability	4	1	-	4	
Course Objective						
To impart knowledge of legal environment related to business transactions such as contracts, sales, consumers and online transactions.						
Course Outcomes and mapping with Blooms taxonomy						
Outcome	Description				Level	
CO1	Identify the kinds of contract. That must be in writing in order to be enforced.				1 and 2	
CO2	Understand the various provisions of company law.				1, 2 and 3	
CO3	Understand the various provisions of factories Act.				1 and 2	
CO4	Apply basic legal knowledge to business transactions.				1, 2 and 3	
CO5	Identify causes for complaints, apply legislation, present oral or written complaint and file and record details				1 and 2	

Syllabus		
Unit	Content	Hours
Unit I	Law of Contract-Definition, Essentials of Valid contract, Kinds of Contract, Offer, Acceptance, Consideration, Capacity of parties to Contract, Free Consent, Discharge of Contract, Breach of contract and remedies.	20%
Unit II	Companies Act, Definition of Company, Kinds of company, Memorandum of Association, Articles of Association, Prospectus, Meetings and Resolutions.	20%
Unit III	Social security legislation – EPF Act objectives – Purpose and Important provisions – ESI Act objectives – Purpose and important provisions	20%
Unit IV	Sale of goods act-Meaning and definition, Essentials of sale Contract, Sale and agreement to sale, Conditions and warranties, Unpaid seller, Rule of transfer property	20%
Unit V	The Consumer protection act,1986, District forum, State forum, National Commissions, Consumer Council.	20%

References	
Books and Resources	<ul style="list-style-type: none"> • Indian Contract Act-by Bare act, Government of India • N.D.Kapoor Mercantile Law, Sultan Chand & Company, New Delhi • Avatar Singh Mercantile Law, Vikas publications. • Balchandani : Business law • S.D.Geeth & M.S.Patil: Business Law • S.S. Gulshan: Business law
Online Courses	<ul style="list-style-type: none"> • https://www.udemy.com/learnanything/online-courses • https://www.reed.co.uk/courses/business-law

Additional Inputs	
Topics to be explored	<ul style="list-style-type: none"> • KPIs of a real business • Organization structures of MNCs • Study of leadership traits of famous business leaders • Budgeting process in Government

Activities	
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Online games – Jeopardy, Crosswords and Word scramble • Presentations
Group	<ul style="list-style-type: none"> • Discussions and Debates • Role plays • Field visits to industry • Guest lectures • Interaction with industry professionals

Mapping of Cos with POs/PSOs

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	2	2	2	3	3	3	3	3	3	1	3	2	2	2
CO2	3	2	3	3	3	3	3	3	3	3	2	3	3	3	3
CO3	3	3	3	3	3	2	3	3	1	3	2	3	3	2	2
CO4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3	2	3	3	3	2

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
UNIT I	NO CHANGE	0%	NO NEED
UNIT II	NO CHANGE	0%	NO NEED
III	Social security legislation – EPF Act objectives – Purpose and Important provisions – ESI Act objectives – Purpose and important provisions	20%	To introduce the current happenings in the industry
UNIT IV	NO CHANGE	0%	NO NEED
UNIT V	NO CHANGE	0%	NO NEED

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I BBA (DIGITAL MARKETING) w.e.f. 2020-21		
Subject	BUSINESS LAW	
II– SEM	TIME: 2 ½ Hours	Max marks: 50
MODEL QUESTION PAPER		

PART – I

Answer any Four Questions from the following

4 X 5 = 20 Marks

1. Short answer question from UNIT – I
2. Short answer question from UNIT – II
3. Short answer question from UNIT – III
4. Short answer question from UNIT – IV
5. Short answer question from UNIT – V
6. Short answer question from UNIT – I
7. Short answer question from UNIT – II

PART-II

Answer any three questions

3 X 10 = 30 Marks

1. Essay question from UNIT- I
2. Essay question from UNIT- II
3. Essay question from UNIT- III
4. Essay question from UNIT- IV
5. Essay question from UNIT- V
6. Essay question from UNIT- I

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I BBA DIGITAL MARKETING w.e.f. 2020-21		
Subject	BUSINESS LAW	
IV– SEM	TIME: 2 ½ Hours	Max marks: 50
QUESTION BANK		

Unit I

Essay questions

1. Discuss the Law of Contract & Essentials of a valid contract?
2. Explain the different Kinds of contract and also give a note on Offer, Acceptance & Consideration?
3. Explain the Discharge of a Contract and Breach of contract and remedies?

Short questions

1. Explain the types of Contract?
2. Difference between the Offer & Acceptance?
3. Give a note on the Breach of contract and remedies?

UNIT –II

Essay questions:

1. Explain about the Companies Act and also give a note on Companies act procedure?
2. What are the different Kinds of companies in Present Situation?
3. Explain about the difference between Memorandum of Association & Articles of Association?

Short questions

1. Definition of a Company?
2. What is Memorandum of Association?
3. Explain the Articles of Association?
4. Difference between Meetings and Resolutions?

UNIT-III

Essay questions

1. What is mean by Factories Act 1948 and explain it briefly?
2. Explain about the following Provisions of a) Health B) Safety C) Welfare
3. What are the Major Elements in Factories Act?

Short questions

1. Give a note on Factories Act 1948
2. Definition of factory provision?
3. Short note on factory provisions of health & Safety
4. Short note on factory provisions of Welfare

UNIT-IV

Essay questions

1. Explain the Sale of goods act with an Example?
2. What is the Essentials of sale of Contract?
3. Explain the Sale and agreement to sale?
4. Explain about the Conditions and warranties?

Short questions

1. Meaning and definition of Sale of Goods Act?
2. What is mean by unpaid seller?
3. How to transfer of property?

UNIT-V:

Essay questions

1. Explain about the essential commodity act?
2. Briefly Explain the Consumer protection act, 1986?
3. What is Mean by District forum & State forum? Give an Example?

Short questions

1. Give a note on Consumer protection act, 1986?
2. What is mean by Consumer Counsel?
3. Explain about the National Commissions?

	P.R.Government College (Autonomous) Kakinada	Program & Semester II BBA IV SEMESTER			
Course Code	CYBER LAW				
Teaching	Hours Allocated: 75(Theory 60+10+others 5)	L	T	P	C
Pre-requisites:		4	0	-	4

Course Outcomes:

1. student Learner Conversant with The Social and Intellectual Property Issues Emerging From 'Cyberspace.
2. Explore the Legal and Policy Developments in Various Countries to Regulate Cyberspace.
3. Develop the Understanding of Relationship Between Commerce and Cyberspace.
4. Give Learners in Depth Knowledge of Information Technology. Act and Legal Frame Work of Right to Privacy, Data Security and Data Protection.
5. Make Study on Various Case Studies on Real Time Crimes.
6. To gain understanding of challenges posed by the IT to business.
- 7.To be familiar with various Cyber Crime activities and techniques for managing them .
8. To gain understanding of Cyber Law in India an implications for business

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO 1	student Learner Conversant with The Social and Intellectual Property Issues Emerging From ‘Cyberspace	Remembering & Understanding
gC O2	Explore the Legal and Policy Developments in Various Countries to Regulate Cyberspace.	Application
CO 3	Develop the Understanding of Relationship Between Commerce and Cyberspace.	Analyzing
CO 4	Give Learners in Depth Knowledge of Information Technology. Act and Legal Frame Work of Right to Privacy, Data Security and Data Protection.	Remembering & Application
CO 5	To be familiar with various Cyber Crime activities and techniques for managing them	Application

Course with focus on employability / entrepreneurship / Skill Development

modules

Skill Development		Employability		Entrepreneurship	
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MODULE I	<p>INTRODUCTION- Evolution of Modern Electronic Communication; Media-History of Internet and World Wide Web; Essence of Cyber law and rise of Cyber crimes; Important terms related to Cyber law; Need for Cyber law in India</p> <p>Additional input; recent amendments in IT act 2000</p>
MODULE II	<p>History of Cyber law in India; Information Technology Act 2000-Scope, objectives, documents excluded; Overview of the Act with Amendments; Rules under Information Technology Act; National policy on IT Act 2012</p> <p>Additional input : Cyber laws-Social media</p>
MODULE III	<p>Electronic Commerce; Digital signature, rules and digital certificate; Electronic Governance and electronic records; Regulatory Authorities under the Act-Certifying authorities; Functioning, Duties, Controller</p> <p>Additional input : role of E-commerce business -cyber crimes</p>
MODULE – IV	<p>Cybercrimes- it's nature, reasons, types, Indian perspective; Cybercrimes- preventive measures; Offences under the IT Act 2000; Penalties under the Act</p> <p>Additional input : cyber crimes – morphing of images – its preventions</p>
MODULE – V	<p>Investigation of Cybercrimes in India and in other countries; National and International Cases; Regulatory Authorities of Cyber crime; Digital marketing- Cyber law-perspective; Cloud computing its importance</p> <p>Additional input : Training and development of investigation authority</p>

CO-PO Mapping:

(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)

	PO 1	PO 2	PO3	PO4	PO 5	PO6	PO 7	PO 8	PO9	PO1 0	PSO 1	PSO2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

Text Books:

- 1 .K .Kumar,” Cyber Laws: Intellectual property & E Commerce, Security”,1 st Edition, Dominant Publisher,2011.
2. Rodney D. Ryder, “ Guide To Cyber Laws”, Second Edition, Wadhwa And Company, New Delhi, 2007.
3. Information Security policy & implementation Issues, NIIT, PHI

REFERENCES :

1. Vakul Sharma, "Handbook Of Cyber Laws" Macmillan India Ltd, iind Edition, PHI, 2003.
2. Justice Yatindra Singh, " Cyber Laws", Universal Law Publishing, 1 st Edition, New Delhi, 2003.
3. Sharma, S.R., “Dimensions Of Cyber Crime”, Annual Publications Pvt. Ltd., 1st Edition, 2004.
4. Augustine, Paul T.,” Cyber Crimes And Legal Issues”, Crecent Publishing Corporation.

Web links

1. <https://www.slideshare.net/HasanHK/electronic-commerce-45923560>
2. <https://www.slideshare.net/akashvaraiya7/information-technology-act-2000-15204037>
3. <https://www.slideshare.net/AdarshkumarYadav/digital-signature-72467638>
4. <https://www.slideshare.net/SreelekshmiMohan3/it-act-2000-70544807>
5. <https://www.slideshare.net/fellowbuddy/ecommerce-cyber-laws-lecture-notes>

Skill Development

A large part of a Cyber Law expert's job involves data gathering and analysis. In most cybercrimes, the source from where malicious data is generated is destroyed. As a Cyber Law expert and Cybercrime investigator, you should have critical thinking and problem-solving skills to address these challenges.

Employability

The Students can become cyber consultants in any Information Technology firm or bank. students for the e-commerce companies and Information Technologies in India. The cyber law Students can also start their law consultancy firm to assist various clients on matters related to cybercrime in India. Work as a Network administrator in government organizations.

Entrepreneurship

Cyber Law Students should keep up with the latest happenings and evolutions in the field of technology. Block chain is transforming supply chain ecosystems around the world and cyber law experts will play an important part in maintaining their integrity.

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II BBA DIGITAL MARKETING w.e.f.2020-21		
Subject	4F: CYBER LAW	
IV– SEM	TIME: 21/2 Hours	Max marks : 50

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of .Questions	Marks allotted to each Question	Total marks	No. of. Question	Marks allotted to each Question	Total marks
<u>1</u>	Section –A Short Questions	8	5	40	4	5	20
<u>2</u>	Section –B Essay Questions	6	10	60	3	10	30
Total Marks				100	Total Marks		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Very Short Questions 4 Marks	Essay Questions 8 Marks	Marks allotted to the chapter
Module – I	1	2	20
Module – II	2	2	24
Module - III	2	2	24
Module – IV	2	2	24
Module – V	1	2	20
Total No.of.Questions	08	10	112

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II BBA DIGITAL MARKETING w.e.f.2020-21		
Subject	4F: CYBER LAW	
IV– SEM	TIME: 2 Hours	Max marks : 50
MODEL QUESTION PAPER		
Time: 2 Hrs.		Max.marks: 50M

SECTION –A

Answer any Four Questions:

4 x 5 = 20 M

1. Digital Certificate
2. Electronic Records
3. Cloud Computing
4. Controllers under cyber law in India?
5. Nature of Cyber crimes
6. Digital Marketing its nature
7. Electronic Governance
8. Cyber crimes impact on Marketing

SECTION-B

Answer any three of the following Questions:

3 x 10 = 30 M

9. Explain the history of Internet & WWW.
10. What are the objectives and history of Information Technology Act of India?
11. Explain the regulatory mechanism under I.T Act of India?
12. What are the various protective measures given against the cyber law? Or
13. Explain the cyber law investigation mechanism of India by comparing with other countries?
14. Explain the investigation Authorities and its Role.

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II BBA DIGITAL MARKETING w.e.f.2020-21		
Subject	4F: CYBER LAW	
IV– SEM	TIME: 2 1/2 Hours	Max marks : 50
MODEL QUESTION PAPER		

Time: 2 Hrs.

Max.marks:

50M

SECTION –A

Answer any FOUR of the following questions

4x5=20

1. Contents of Unit-I
2. Contents of Unit-I
3. Contents of Unit-II
4. Contents of Unit-III
5. Contents of Unit-III
6. Contents of Unit-IV
7. Contents of Unit-IV
8. Contents of Unit-V

Section-II

Answer any THREE of the following questions

3X10=30

9. Contents of Unit-I
10. Contents of Unit-II
11. Contents of Unit-II
12. Contents of Unit-IV
13. Contents of Unit-V
14. Contents of Unit-I

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II BBA DIGITAL MARKETING w.e.f.2020-21		
Subject	4E: CYBER LAW	
IV– SEM	TIME: 21/2 Hours	Max marks : 50
QUESTION BANK		

Unit I

Essay questions

1. Explain about the Media-History of Internet and World Wide Web?
2. What are the Essence of Cyber law and rise of Cyber-crimes?
3. Explain about the Need for Cyber law in India?

Short questions

1. Give me a Note on Modern Electronic Communication?
2. What is WWW?
3. What is mean by Cyber law?

UNIT –II

Essay questions

1. Briefly Explain the History of Cyber law in India ?
2. Explain the Information Technology Act 2000?
3. Explain the National policy on IT Act 2012?

Short questions

1. Explain the Scope & objectives of Information Technology Act 2000?
2. What are the Rules under Information Technology Act?

UNIT-III

Essay questions

1. What is mean by Digital signature & rules for digital certificate?
2. Explain about the Electronic Governance and electronic records?
3. What is mean by Regulatory Authorities under the Act-Certifying authorities?

Short questions

1. What is Electronic Commerce?
2. Explain Functioning, Duties of Controller?
3. Give a short note on Digital signature?

UNIT-IV

Essay questions

- 1. Explain Cybercrimes- it's nature, reasons, types?**
- 2. What are the Offences under the IT Act 2000?**
- 3. What are the preventive measures for Cybercrimes?**

Short questions

- 1. Give a note on Nature of Cybercrimes?**
- 2. What are the Penalties under the IT Act 2000?**
- 3. Give a note on IT Act 2000**

UNIT-V:

Essay questions

- 1. Explain the Investigation of Cybercrimes in India and in other countries?**
- 2. Give Regulatory Authorities of Cyber crime**
- 3. Explain about the Cloud computing its importance?**

Short questions

- 1. What is mean by Digital marketing?**
- 2. Give a Short note on Regulatory Authorities of Cyber crime**
- 3. Explain the Cyber law-perspective?**

	P.R.Government College (Autonomous) Kakinada	Program & Semester 1st B.B.A II SEM			
Course Code	INTERNATIONAL BUSINESS				
Teaching	Hours Allocated: 72 (Theory)	L	T	P	C
Pre-requisites:		4	0	-	4

- 1.Explain business expansion abroad and key issues related to their operations in other countries.
- 2.Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks.
- 3.Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.
- 4.Explain business expansion abroad and key issues related to their operations in other countries.
- 5.Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Explain business expansion abroad and key issues related to their operations in other countries. Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks.	Remembering & Understanding
CO2	Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks	Application
CO3	.Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.	Analyzing
CO4	business expansion abroad and key issues related to their operations in other countries.	Remembering & Application
CO5	Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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UNIT I	1. Introduction-Need-Difference between Domestic and International/Foreign Trade, 2. Difference between Globalisation of trade/International trade.
UNIT II	3. Foreign Exchange, Factors influencing exchange rate fluctuations, Euro Market and Instruments (LIBOR, MIBOR Etc), 4. Foreign Market operations, Participants, Spot-future, Forward and option market.
UNIT III	5. Balance of payment, Contents, Disequilibrium in BOP, Measures to bring back equilibrium in BOP, Convertibility of currencies, 6. Current account and capital account convertibility, Exchange control reasons and methods.
<u>UNIT- IV</u>	7. WTO Formulations, Advantages and Disadvantages of WTO Membership to develop countries, 8. Trade Block, Reasons for trade block formulations, Different types of trade blocks-LAFTA-SAFTA, NAFTA, ASEAN, CARICOM and EU
<u>UNIT- V</u>	9. Procedure and Documents, Export and Imports procedure, Principals of auxiliary documents, bill of lading, Consular Invoice, Commercial Invoice, 10. AR and GR forum, Mate Receipt, Letter of Credit, Packinglist, Incentives to Exports, Recent Exim policy.

CO-PO Mapping:**(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

Proposed activities:

Bridge Course for Non-commerce Students

Practice of Terminology of Accounting

Quiz, Word Scramble, Co-operative learning

Seminar, Co-operative learning

Problem Solving Exercises, Matching, Mismatch

Creation of Trial Balance, Visit a firm (Individual and Group)

Survey on sole proprietorship and prepare final accounts of concern

Group Discussions on topics covered in syllabus

Examinations (Scheduled and surprise tests)

Any similar activities with imaginative thinking beyond the
prescribed syllabus

Text Books:	<ul style="list-style-type: none"> ➤ C.Jeevanandam,Foreign Exchange practice, Concepts and Control, Sultan and Chand ➤ T.S.Balagopal,Export Management, Himalaya Publications <p>KPM Sundaram&Rudradatta,Indian Economy,S.Chand&Co., New Delhi</p>
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Web links:

1. <https://online.hbs.edu/blog/post/international-business-skills>
2. <https://www.dmu.ac.uk/study/courses/postgraduate-courses/international-business-entrepreneurship-msc-degree/international-business-and-entrepreneurship>
3. <https://www.essex.ac.uk/courses/pg00631/1/msc-international-business-and-entrepreneurship>
4. <https://qa.ulster.ac.uk/blog/entrepreneurship-in-international-business/>
5. <https://courses.hud.ac.uk/full-time/postgraduate/international-business-with-entrepreneurship->

Skill development: students understand their strengths, weaknesses, emotions, beliefs, and motivations, and leverage them to reach their goals.

Employability: students skills mentioned , working globally requires “hard” business skills. As in all business, you need a firm understanding of basic economic principles, financial accounting, and entrepreneurial frameworks.

Entrepreneurship : Students a critical skill for all business professionals to develop. It’s especially important in global business, where cultural or language barriers can make it difficult to form a connection with others

**TOPICS INCLUDED UNDER
AUTONOMOUS SET**

CLASS : I B.B.A

SEMESTER : II SEMESTER

COURSE :

TITLE OF THE PAPER : INTERNATIONAL BUSINESS

ADDITIONAL/DELETED TOPICS	JUSTIFICATION

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II BBADIGITAL MARKETING w.e.f.2020-21		
Subject	<u>4D: INTERNATIONAL BUSINESS</u>	
IV– SEM	TIME: 21/2 Hours	Max marks : 50

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of Question	Marks allotted to each Question	Total marks
<u>1</u>	Section –A Short Questions	8	5	40	4	5	20
<u>2</u>	Section –B Essay Questions	6	10	60	3	10	30
Total Marks				100	Total Marks		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Very Short Questions 5 Marks	Essay Questions 10 Marks	Marks allotted to the chapter
Module – I	2	2	30
Module – II	1	1	15
Module – III	2	1	20
Module – IV	2	1	20
Module – V	1	1	15
Total No.of.Questions	08	06	100

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
IIBBADIGITAL MARKETING w.e.f.2020-21		
Subject	<u>4D: INTERNATIONAL BUSINESS</u>	
IV– SEM	TIME: 2 Hours	Max marks : 50
MODEL QUESTION PAPER		
Time: 2 Hrs.		Max. marks: 50M

SECTION –A

Answer any Four Questions:

4X 5 = 20 M

1. Difference between Domestic and International/Foreign Trade?
2. Difference between Globalization of trade/International trade?
3. What are the Factors influencing exchange rate fluctuations?
4. Give anote on Foreign Market operations
5. Disequilibrium in BOP?
6. Explain the Current account and capital account convertibility?
7. Advantages and Disadvantages of WTO Membership to develop countries?
8. Explain the Recent EXIM policy?

SECTION - B

Answer any Three of the following Questions

3 x 10 = 30 M

9. Briefly Explain the Difference between Domestic and International/Foreign Trade?
10. Difference between Globalisation of trade/International trade.
11. What are the Factors influencing exchange rate fluctuations?
12. Explain the Foreign Market operations?
13. How Current account and capital account convertibility is Happens?
14. Explain about the Exim policy?

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II BBA DIGITAL MARKETING w.e.f.2020-21		
Subject	4D: INTERNATIONAL BUSINESS	
IV– SEM	TIME: 2 Hours	Max marks : 50
QUESTION BANK		

Unit I

Essay questions

1. Briefly Explain the Difference between Domestic and International/Foreign Trade?
2. Explain the Difference between Globalisation of trade/International trade?

Short questions

3. Explain the Needs of Domestic and International/Foreign Trade?
4. What is mean by Globalisation?

UNIT –II

Essay questions

5. Factors influencing exchange rate fluctuations?
6. Euro Market and Instruments (LIBOR,MIBOR Etc)
7. What are the Foreign Market operations?

Short questions

8. Spot-future, Forward and option market
9. What is mean by LIBOR, MIBOR?
10. Foreign Exchange?

UNIT-III

Essay questions

11. Explain the Disequilibrium in BOP?

12. How to Measures to bring back equilibrium in BOP?

13. Explain the Current account and capital account convertibility

Short questions

14. What is mean by Balance of payment?

15. Explain the Current account and capital account?

UNIT-IV

Essay questions

16. Explain the WTO Formulations, Advantages and Dis advantages of WTO Membership to develop countries?

17. Explain the Different types of trade blocks-LAFTA-SAFTA,NAFTA,ASEAN,CARICOM and EU

Short questions

18. Give a Note on Tarde Block?

19. Advantages and Dis advantages of WTO Membership

UNIT-V:

Essay questions

20. Explain the Procedure and Documents, Exporta and Imports procedure?

21. Explain the Consular Invoice, Commercial Invoice?

22. Explain Exim policy

Short questions

23. Note on Exim policy

24. Explain the NATURE OF Imports and Exports

25. What is mean by Invoice generation?

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA						
DM 403	MSME Management	II BBA (DM) - IV Sem 2022-23				
Hours	75 (60 + 15)	L	T	P	C	
Focus	Entrepreneurship	4	1	-	4	

Course Objective
To make the learners understand the MSME business landscape and their challenges and evaluate the project proposals and perform the management functions in an MSME setup aligning the IP strategies and an understanding of institutional support for MSMEs in India

Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Understand the MSME business and its role in economy and analyze factors, challenges, Government's role and relevant legal provisions	1, 2, 3 and 4
CO2	Apply project formulation techniques and evaluate the proposals using various criteria	1, 2, 3, 4 and 5
CO3	Apply the finance, marketing and HR functions in an MSME	1, 2, 3, 4 and 5
CO4	Understand the institutional support for MSMEs and and analyze the sickness factors and measures taken	1, 2, 3 and 4
CO5	Understand the IPR implications for MSMEs and formulate strategies for business benefits	1, 2, 3 and 4

Syllabus		
Unit	Content	Hours
Unit I	MSMEs - Significance in Indian Economy-Problems and steps taken by the Government to tackle their problems-Backward Area development – Ancillary Industries, Rural industries and Artisans - Provisions under MSME Development Act 2006	15%
Unit II	Project Formulation: Project identification and formulation, feasibility study, project report preparation, Project management, Location of units and planning	25%

Unit III	Management Functions in MSME - Finance functions, Capital estimation, Sources of finance, Subsidies and incentives, Venture capital-Marketing and human resource management functions.	25%
Unit IV	Institutional support – Commercial Banks, Industrial estates, APIIC, APITCO, DIC, registration of MSME and MSME portal services - Sickness of small Medium Enterprises, Causes of sickness, Prevention of sickness, Remedial measures of sickness	20%
Unit V	IP Rights – Trade marks, Copy rights and patents– IP strategies for MSMEs – IP law in India – Process for registration	15%

References

Books and Resources	<ul style="list-style-type: none"> • CSV Murthy, Small Scale industries & Entrepreneurial Development, Himalaya publication house. • Vasanth desai Management of SSI Himalaya publication house, New Delhi-1998 • Vasanth desai Small Scale industries & Entrepreneur Development, Himalaya publication house
Online Courses	<p>Course on Entrepreneurship https://onlinecourses.swayam2.ac.in/cec20_mg19/preview</p> <p>Course on Entrepreneurship and IP strategy (select units) https://onlinecourses.nptel.ac.in/noc22_hs110/preview</p>

Additional Inputs

Topics to be explored	<ul style="list-style-type: none"> • Study of MSME data from portal • Study of project reports from NABARD • Calculation of financials from the model reports • Study of services of APIIC and APITCO website • Review of MSME brands and trademarks
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Activities	
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Online games – Jeopardy, Crosswords and Word scramble • Presentations
Group	<ul style="list-style-type: none"> • Survey on MSME problems • Project formulation • Awareness on IP rights among MSMEs • Field visits to industry • Guest lectures • Interaction with industry professionals

Mapping of Cos with POs/PSOs

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	3	3	1	2	3	3	1	3	3	2	1	3	1
CO2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO4	3	2	2	2	2	2	3	3	3	2	3	2	2	2	3
CO5	3	1	3	3	1	3	3	3	3	3	3	3	1	3	3

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
IV	Commercial Banks, Industrial estates, APIIC, APITCO, DIC, registration of MSME and MSME portal services	5%	Govt. initiatives to be covered in a clear manner
V	Design thinking – process and use in improving customer experience – IP Rights – Trade marks, copyrights and patents – IP strategies for MSMEs	15%	To cover the current issues in MSME

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II BBA DIGITAL MARKETING w.e.f.2022-23		
Subject	<u>DM 403: MICRO,SMALL&MEDIUM ENTERPRSES</u> MANAGEMENT	
IV– SEM	TIME: 21/2 Hours	Max marks : 50

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of Question	Marks allotted to each Question	Total marks
<u>1</u>	Section –A Short Questions	8	5	40	4	5	20
<u>2</u>	Section –B Essay Questions	10	6	60	3	10	30
Total Marks				100	Total Marks		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Short Questions 5 Marks	Essay Questions 10 Marks	Marks allotted to the chapter
Unit – I	1	1	15
Unit – II	1	2	25
Unit – III	2	1	20
Unit – IV	3	1	25
Unit – V	1	1	15
Total No.of.Questions	08	06	100

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II BBA DIGITAL MARKETING w.e.f.2022-23		
Subject	<u>DM 403: MICRO,SMALL & MEDIUM ENTERPRISES</u> MANAGEMENT	
IV– SEM	TIME: 21/2 Hours	Max marks : 50
Model Paper		

Time: 2 Hrs.

Max.marks: 50M

SECTION –A

Answer any Four Questions:

4 x 5 = 20 M

1. MSME
2. Technical feasibility
3. Long term sources of finance
4. Venture capital
5. Industrial Estate
6. DIC
7. SBI MSME measures
8. Intellectual Property

SECTION - B

Answer any Three questions

3 x 10 = 30 M

9. Explain the significance of MSME sector in Indian Economy
10. Explain the concept of project feasibility analysis
11. Describe the project report contents with examples
12. Explain the finance function in an MSME
13. Explain the services available in the MSME portal by the MSME Ministry
14. Discuss the importance of managing IP rights for an MSME

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II BBA DIGITAL MARKETING w.e.f.2022-23		
Subject	DM 403: MICRO,SMALL & MEDIUM ENTERPRISES MANAGEMENT	
IV– SEM	TIME: 21/2 Hours	Max marks : 50

Question Bank

Unit I

Essay questions

1. Explain the significance of MSME sector in Indian Economy
2. Analyze the problems of MSMEs and identify the causes
3. Examine the measures taken by the Government for MSME development
4. Analyze the provisions of MSME Development Act 2006

Short questions

1. MSME
2. Ancillary industries
3. Artisans
4. Backward area development

UNIT –II

Essay questions

1. Explain the concept of project feasibility analysis
2. Describe the project report contents with examples
3. Explain the evaluation criteria for a project from the banker's perspective
4. Discuss the factors in choosing the location of units

Short questions

1. Technical feasibility
2. Project management
3. Project manager
4. Location planning

UNIT –III

Essay questions

1. Explain the finance function in an MSME
2. Discuss the issues in assessing the capital requirements of an MSME

3. Describe the marketing function for an MSME
4. Discuss the management of human resources in MSME

Short questions

1. Long term sources of finance
2. Short term sources of finance
3. Venture capital
4. Subsidies and Incentives

UNIT-IV

Essay questions

1. Explain the services available in the MSME portal by the MSME Ministry
2. Examine the role of APIIC in industrial development
3. Analyze the causes of sickness in MSMEs
4. Suggest measures for preventing the sickness in MSMEs in present business scenario

Short questions

1. Industrial Estate
2. DIC
3. SBI MSME measures
4. APITCO

UNIT-V:

Essay questions

1. Discuss the importance of managing IP rights for an MSME
2. Explain the concepts of Trade Marks and Patents in the MSME context
3. Describe the legal provisions related to Trade Marks and Patents in India
4. Explain the process of registering a trade mark

Short questions

1. Intellectual Property
2. Patent
3. Copyright
4. Trademark

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA					
DM 401	Training and Development	II BBA (DM) - IV Sem 2022-23			
Hours	75 (60 + 15)	L	T	P	C
Focus	Employability	4	1	-	4
Course Objective					
To make the learners understand the process of training and management development and various on the job and off the job training and development methods and their effectiveness and apply them with proper tools.					
Course Outcomes and mapping with Blooms taxonomy					
Outcome	Description	Level			
CO1	Understand the principles of learning and training and the process of training in an organization	1 and 2			
CO2	Understand various off the job and on the job training methods and apply and analyze their effectiveness	1, 2, 3 and 4			
CO3	Understand the technology implications on training and apply the training evaluation methods	1,2 and 3			
CO4	Understand the management development factors, process and challenges in implementing	1 and 2			
CO5	Understand various off the job and on the job management development methods and apply and analyze their effectiveness	1, 2, 3 and 4			

Syllabus		
Unit	Content	Hours
Unit I	Training Meaning and Definition – Need for Training – Importance of training – Objectives of Training – Steps in training programs – Training Policy - Training for different employees – Principles of learning and training	20%
Unit II	Training methods – On the job – Vestibule training, Training by experienced workman, Training by supervisor, Demonstrations and examples, Simulation, Apprenticeship – Off the job – Lectures, Conference method, Seminar or Team discussion, Case studies, Role Playing, Programmed instruction, T group trainings, Audio visual aids	25%

Unit III	Technology in training – Instructor led online courses – Self paced courses – Blended learning - Corporate training - Online training platforms – Social and micro learning - Gamification in learning - Training evaluation – Retraining	20%
Unit IV	Development – Importance of development – Management development – Purpose and objectives – Stages – Components – Factors inhibiting development	10%
Unit V	Coaching and Counselling – Methods – Management Syndicate – Incident process – In Basket – Sensitivity – Counselling – Special projects – Committee assignments – Conferences – Management games.	25%

References	
Books and Resources	<ul style="list-style-type: none"> • IP Subba Rao, VSP Rao – Human Resource Management, Konark Publishers • Subhash and SC Jain – Managing Human Resources, Arihant Publications • Beardwell and Hold men – Human Resource Management – Macmillan Publishers • Online articles at https://elearningindustry.com/
Online Courses	<p>Course on Train the trainer https://onlinecourses.nptel.ac.in/noc22_mg61/preview</p> <p>Course on E Content Development https://onlinecourses.swayam2.ac.in/ntr22_ed49/preview</p>

Additional Inputs	
Topics to be explored	<ul style="list-style-type: none"> • Study of training policies of companies • Training methods articles from Internet • Training software reviews • Management development cases • Case studies from Internet

Activities	
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Online games – Jeopardy, Crosswords and Word scramble • Presentations
Group	<ul style="list-style-type: none"> • Case analysis • Role Plays • Field visits to industry • Guest lectures • Interaction with industry professionals

Mapping of Cos with POs/PSOs

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	3	2	3	3	3	2	3	3	3	3	2	1
CO2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2
CO3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2
CO4	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2
CO5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
III	Technology in training – Instructor led online courses – Self paced courses – Blended learning - Corporate training - Online training platforms – Social and micro learning - Gamification in learning - Training evaluation – Retraining	20%	To reflect the impact the technology on training

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II BBA DIGITAL MARKETING w.e.f.2022-23		
Subject	DM 401: TRAINING AND DEVELOPMENT	
IV– SEM	TIME: 21/2 Hours	Max marks : 50

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of Question	Marks allotted to each Question	Total marks
1	Section –A Short Questions	8	5	40	4	5	20
2	Section –B Essay Questions	6	10	60	3	10	30
Total Marks				100	Total Marks		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Short Questions 5 Marks	Essay Questions 10 Marks	Marks allotted to the chapter
Unit – I	2	1	20
Unit – II	1	2	25
Unit – III	2	1	20
Unit – IV	1	1	15
Unit – V	2	1	20
Total No.of.Questions	08	06	100

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II BBA DIGITAL MARKETING w.e.f.2022-23		
Subject	<u>DM 401: TRAINING AND DEVELOPMENT</u>	
IV– SEM	TIME: 2 1/2 Hours	Max marks : 60
MODEL QUESTION PAPER		

Time: 2 ½ Hrs.

Max.marks: 60M

Section –A

Answer any FOUR Questions:

4 x 5 = 20 M

1. Importance of training
2. Training policy
3. On the job training
4. Technology in training
5. Corporate training
6. Components of management development
7. Management syndicate
8. Multiple management

Section - B

Answer any THREE Questions:

3 x 10 = 30 M

9. Define Training and explain the need for training
10. Contrast between on the job training and off the job training
11. Explain the on the job training methods
12. Differentiate between instructor led online course and self paced courses
13. Define Management Development and describe its characteristics
14. Explain the methods of Off the job development programs

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II BBA DIGITAL MARKETING w.e.f.2022-23		
Subject	<u>DM 401: TRAINING AND DEVELOPMENT</u>	
IV– SEM	TIME: 21/2 Hours	Max marks : 50
QUESTION BANK		

Unit I

Essay questions

1. Define Training and explain the need for training
2. Describe the objectives of training
3. Explain the advantages and limitations of training
4. Explain the principles of learning

Short questions

1. Importance of training
2. Training policy
3. Steps in training
4. Training for skilled employees

Unit –II

Essay questions

1. Contrast between on-the-job training and off the job training
2. Explain the on the job training methods
3. Define Case study method and discuss its advantages and disadvantages
4. Analyze the suitability of training methods for various needs

Short questions

1. On the job training
2. Audio visual aids
3. Role play method
4. Programmed instructions

Unit III

Essay questions

1. Differentiate between instructor led online course and self paced courses
2. Explain the concept and advantages of blended learning

3. Describe the recent developments in training
4. Illustrate the Kirkpatrick model with an example of any training method

Short questions

1. Technology in training
2. Corporate training
3. Micro learning
4. Retraining

UNIT-IV

Essay questions

1. Define Management Development and describe its characteristics
2. Explain the purpose and objectives of Management Development
3. Explain the Management Development process
4. Describe the factors inhibiting managerial development

Short questions

1. Components of management development
2. Benefits of management development
3. Techniques of management development
4. Management succession planning.

Unit V

Essay questions

1. Explain the methods of Off the job development programs
2. Describe the process of coaching and its implications
3. Describe the counselling process and challenges in it
4. Define sensitivity training and analyze the implementing such program in a business context

Short questions

1. Management syndicate
2. Multiple management
3. Committee assignments
4. Management games

P. R.GOV.T. COLLEGE (AUTONOMOUS), KAKINADA
MODEL PAPER (W.E.F. 2020-2021)
II BBA SEMESTER – IV

Subject: Search engine marketing and affiliate marketing
Paper: 4e

Time: 2:20 Hrs
Marks: 60

SECTION-A

Answer any FIVE Questions:

5X4=20 M

1. Explain search engine marketing.
2. What is PPC.
3. Define bidding strategy.
4. Define performance metrics.
5. What is mobile advertising and explain video format.
6. Write about cookie stuffing.
7. Describe AdSense, email spam and adware.
8. Define organic search optimization.

SECTION-B

Answer any FIVE Questions:

5X8=40 M

1. (a) Write about importance of google search.
OR
(b) Explain briefly about google ads and Bing ads.
2. (a) Describe ppc campaigns, ppc definition, it's functioning and ppc terminology.
OR
(b) Explain Manual vs Automated bid management.
3. (a) Define performance metrics and how to monitor ppc activity with google analytics.
OR
(b) How to understand and connect with the user and benefit from search behaviour of prospective customer.
4. (a) How affiliate marketing works.
OR
(b) Discuss about affiliate marketing cross selling and up selling.
5. (a) How to enrol in affiliate marketing program.
OR
(b) Explain how to promote your affiliate program.

II BBA SEMESTER – IV
SUBJECT: SEARCH ENGINE MARKETING AND AFFILIATE MARKETING
UNIT-1

ESSAY QUESTIONS

1. Write about importance of google search.
2. Explain the rules-based personalization of marketing at internet scale.
3. Explain briefly about google ads and Bing ads.

SHORT QUESTIONS

1. Explain search engine marketing.
2. Explain landing pages and optimization.

UNIT-2

ESSAY QUESTIONS

1. Describe ppc campaigns, ppc definition, it's functioning and ppc terminology.
2. Explain Manual vs Automated bid management.
3. Define quality score and explain about setting objectives, goals and expectations.

SHORT QUESTIONS

1. What is PPC.
2. Define bidding strategy.
3. Explain effective keyword segmentation.

UNIT-3

ESSAY QUESTIONS

1. Define performance metrics and how to monitor ppc activity with google analytics.
2. How to understand and connect with the user and benefit from search behaviour of prospective customer.

SHORT QUESTIONS

1. Define performance metrics.
2. What is mobile advertising and explain video format.
3. How to optimize the display network campaigns.

UNIT-4

ESSAY QUESTIONS

1. How affiliate marketing works.
2. Explain various types of affiliate program payment methods.
3. Discuss about affiliate marketing cross selling and up selling.

SHORT QUESTIONS

1. Write about cookie stuffing.
2. Explain trade-mark bidding.
3. Describe AdSense, email spam and adware.

UNIT-5

ESSAY QUESTIONS

1. How to enrol in affiliate marketing program.
2. Explain how to promote your affiliate program.
3. Explain the strategies of affiliate marketing and organic search optimization.

SHORT QUESTIONS

1. Define organic search optimization.
2. How to set up an affiliate website?



**ADIKAVI NANNAYA UNIVERSITY
RAJAHMAHENDRAVARAM
CBCS-SEMESTER-IV SYLLABUS
(W.e.f.2020-2021 Admitted Batch)
BBA Digital Marketing**

SEARCH ENGINE MARKETING & AFFILIATE MARKETING

COURSE OBJECTIVE:

Search Engine Marketing (SEM) is a cost effective way of generating highly relevant leads for business. The best thing about SEM is that it offers contextual targeting, which helps one to target audience based on their interests, location, demographics, time and so on. This course also provides inputs on how SEM campaign is a CPC (Cost-per-click) advertisement model unlike SEO, it starts immediately and advertiser starts getting results immediately on start of the campaign. This course provides inputs on promoting websites on Google, the search landscape and how to spot trends in search, understanding of PPC campaigns, performance tracking, deciphering user psychology and building alluring landing pages.

Affiliate Marketing has been designed to give you the skills, knowledge, insights and tools that will immediately help to improve your organizations marketing goals. Affiliate Marketing helps to promote your own business in an effective manner.

LEARNING OUTCOMES

- Understand concepts of search engine marketing including various elements of search engine marketing plan.
- Create effective landing pages by understanding web users' behavior.
- Affiliate marketing helps in building performance-base. It helps broaden your audience.
- Affiliates can boost your reputation. It's cost effective. Affiliates can rapidly scale your traffic and sales

UNIT-1: Search Engine Marketing Overview Understanding Importance Google search, Rule based personalization of marketing at internet scale, Overview of Google Ads, Bing Ads, landing pages, elements, optimization

UNIT-2: PPC Campaigns PPC definition & it's functioning, PPC Terminology - Quality Score, Conversion Rate etc., Quality Score Overview, Setting objectives, goals & expectations, Actionable metrics for performance measurements, Formulating account structure, Effective segmentation of keywords, Usage of multiple match types and Non-



overlapping Ad Groups Bid Management Plan Understand bidding strategy, Manual vs. Automated bid management, Different bid management features like CPA bidding, position preference etc.

UNIT-3: effective landing pages and user psychology importance of ui/ux design, call-to-action, understand & connect with the user and benefit from search behavior of prospective customer. Performance tracking set campaign objectives & goals, define performance metrics and monitor ppc activity with google analytics. Sem management (other techniques) re-marketing, mobile advertising, display & video formats, optimize the display network campaigns and track & measure views through conversions.

UNIT-4 : introduction to affiliate marketing how affiliate marketing works-affiliate program payment methods-cookies, cookie stuffing and affiliates-ad sense- email spam, adware, trademark bidding-tiered affiliate marketing cross selling and up selling-multi tier marketing and commissions.

UNIT-5: Enrolling in an affiliate marketing program-signing up as an affiliate-logging into your affiliate account-integrating affiliate links into your websites-monitoring affiliate performance and tracking sales - setting up an affiliate website. Promoting your affiliate program-performing market analysis and market research-market strategies establishment-affiliate marketing and organic search optimization

Text Books

Pay-Per-Click Search Engine Marketing: An Hour a Day by David Szetela (Author), Joseph Kerschbaum (Author)

Bruce C. Brown: The Complete Guide to Affiliate Marketing on the Web: How to Use and Profit from Affiliate Marketing Programs.

Evgenii Prussakov: Affiliate Program Management: An Hour a Day

Activities/ Requirements:

- Written Assignments
- Oral Presentation
- Quiz Programme

	P.R.Government College(Autonomous) Kakinada	Program & Semester III B.COM V/VI SEM			
Course Code	Advertising and Media Planning (RCCS-CA-CECS)				
Teaching	HoursAllocated:72(Theory)		T	P	C
Pre- requisites:	Employability		0	-	4

Course Outcomes:

1. Understand the role of advertising in business environment
2. Understand the legal and ethical issues in advertising
3. Acquire skills in creating and developing advertisements
4. Understand up-to-date advances in the current media industry.
5. Acquire the necessary skills for planning an advertising media campaign.

Course Outcomes:

CO1	Understand the role of advertising in business environment	Understanding
CO2	Understand the legal and ethical issues in advertising	Application
CO3	Acquire skills in creating and developing advertisements	Analyzing
CO4	Understand up-to-date advances in the current media industry.	Remembering& Application
CO5	Acquire the necessary skills for planning an advertising media campaign.	Application

Course with focus on employability/entrepreneurship/Skill Development modules

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA
B.COM – III YEAR – (RCCS) W.e.f. 2020-21

Skill Development		Employability		Entrepreneurship	
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Subject	Advertising and Media Planning
V/VI- SEM	Max Marks :60
Hours: 5 Hrs. (4 Lecture + 1 Tutorial) Credits: 4	
MODULE I	Introduction, Nature and Scope Advertising- Nature and Scope- Functions - Impact on Social, Ethical and Economical Aspects - Its Significance – Advertising as a Marketing Tool and Process for Promotion of Business Development - Criticism on advertising
MODULE II	Strategies of Advertisements Types of Advertising Agencies and their Strategies in Creating Advertisements - Objectives - Approach - Campaigning Process - Role of Advertising Standard Council of India (ASCI) - DAGMAR approach
MODULE III	Process of Advertisement Creativeness and Communication of Advertising– Creative Thinking – Process – Appeals – Copy Writing - Issues in Creation of Copy Testing –Slogan Elements of Design and Principles of Design
MODULE – IV	Media Planning Advertising Media - Role of Media - Types of Media - Print Media - Electronic Media and other Media - Advantages and Disadvantages – Media Planning - Selection of Media
MODULE – V	Analysis of Market Media Media Strategy – Market Analysis -Media Choices - Influencing Factors - Target, Nature, Timing, Frequency, Languages and Geographical Issues - Case Studies

CO-PO Mapping:**(1:Slight[Low];2:Moderate [Medium];3:Substantial[High],'-': NoCorrelation)**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3		2	3		3	1	2	2	3	2	3	2	3	2	2
CO2	3		3	3		3	3	1	3	3	3	2	1	3	1	3
CO3	2		2	3		3	2	2	2	3	2	2	3	2	2	1
CO4	3		3	2		2	3	3	1	1	3	1	2	2	2	3
CO5	3		3	2		2	3	3	1	1	3	1	2	3	2	2

Proposed activities:

- Book Reading
- Student Seminars, Debates
- Quiz Programmes
- Assignments
- Co-operative learning
- Individual / Group Field Studies
- Group Discussions on problems relating to topics covered by syllabus
- Collecting prospectus of different companies through media
- Collection of news reports and maintaining a record of paper-cuttings relating
- topics covered in syllabus
- Talk on current affairs about business, industry etc.
- Biography of well-known management thinkers and managers of gigantic companies

Examinations (Scheduled and surprise tests)

Text Books:

1. Bhatia. K.Tej - Advertising and Marketing in Rural India - Mc Millan India
2. Ghosal Subhash - Making of Advertising - Mc Millan India
3. Jeth Waney Jaishri& Jain Shruti - Advertising Management - Oxford university Press

4. Advertising Media Planning, Seventh Edition Paperback – by Roger Baron (Author), Jack Sissors (Author)
5. Media Planning and Buying in 21st Century – Ronald D Geskey
6. Media Planning and Buying: Principles and Practice in the Indian Context – Arpita Menon 7. Publications of Indian Institute of Mass Communications
8. Advertising and Salesmanship. P. Saravanel, Margham Publications
9. Publications of ASCI
10. Web resources suggested by the Teacher concerned and the College Librarian including reading material

**TOPICS INCLUDED UNDER
AUTONOMOUS SET**

CLASS	: III B.COM
SEMESTER	: V/VI
COURSE	: R C C S - C A - C E C S
TITLE OF THE PAPER	: Advertising and Media Planning

ADDITIONAL/DELETED TOPICS	JUSTIFICATION
MONEY MARKET	To make the syllabus current and relevant

P.R. GOVT. COLLEGE (AUTONOMOUS), KAKINADA		
B.COM – III YEAR – (RCCS) W.e.f. 2020-21		
Subject	STOCK MARKET	
V/VI – SEM	TIME: 2 1/2 Hours	Max Marks :60

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTING

BLUE PRINT

UNIT	ESSAY QUESTIONS (8 MARKS)	SHORT QUESTIONS (4 MARKS)
I	1	1
II	2	2
III	1	2
IV	2	2
V	2	1

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of Question	Marks allotted to each Question	Total marks
1	Section –A Short Questions	8	4	32	5	4	20
2	Section –B Essay Questions	10	8	80	5	8	40
Total Marks				112	Total Marks		60

.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
B.COM – III YEAR – (RCCS) W.e.f. 2020-21		
Subject	ADVERTISING AND MEDIA PLANNING	
V– SEM	TIME: 21/2 Hours	Max Marks :60

UNIT -1**Essay Questions:**

- 1.Comprehence the Nature and Scope of Advertising?
ప్రకటనల యొక్క స్వభావం మరియు పరిధి వివరింపుము?
- 2.Analysis the functions and criticism of Advertising?
ప్రకటనల విధులు మరియు విమర్శలను తెల్పండి?
- 3.Evaluate the impact on social , economical aspects for advertising?
సాంఘిక , ఆర్థిక అంశాల పై ప్రకటనల యొక్క ప్రభావమును వివరింపుము?

Short questions:

- 1.Advertising. ప్రకటనల
- 2.Ethical aspects. నైతిక అంశాలు.
- 3.Tools of advertising. ప్రకటనా పరికరాలు.

UNIT-2**Essay Questions:**

- 1.Summerize the types of advertising agencies?
ప్రకటనా ఏజెన్సీస్ రకాలను వివరింపుము?
- 2.Recommend the Objectives and approaches of advertising?
ప్రకటనా మార్గాలు మరియు దృ్యాలను తెల్పండి?
- 3.Role play of Advertising Standard Council of India (ASCI)?
భారత ప్రకటనల ప్రామాణిక మండలి పాత్రను వివరింపుము?

Short questions:

1. DAGMAR.
- 2.Campaigining process. ప్రచార విధానము.
- 3.Creating advertisements. ప్రకటన శృష్టి.

UNIT-3**Essay Questions:**

- 1.Defend the Creativeness and Communication of Advertising?

ప్రకటనా కమ్యూనికేషన్ మరియు శృష్టించుటను వివరింపుము?

2. Analysis the Copy Writing of Advertisements?

కాపీ రైటింగ్ ప్రకటనను వివరింపుము?

3. Recommend the principles of Design?

డిజైన్ సూత్రాలను తెల్పుండి?

Short Questions:

1. Slogan design స్లోగాన్ డిజైన్.

2. Creative thinking. నూతన ఆలోచన.

3. copy testing. కాపీ టెస్టింగ్.

UNIT-4

Essay Questions:

1. Extend the role play of Media?

మీడియా పాత్రను వివరింపుము?

2. Analysis the types of media?

మీడియా రకాలను తెల్పుండి?

3. Point out the Advantages and Disadvantages of Media Planning?

మీడియా ప్లానింగ్ యొక్క ప్రయోజనాలు మరియు అప్రయోజనాలను వివరింపుము?

Short questions:

1. Print media. ప్రింట్ మీడియా.

2. Advertising media. ప్రకటన మీడియా.

3. Electronic media. ఎలక్ట్రానిక్ మీడియా.

UNIT-5

Essay Questions:

1. Comprehend the influencing factors on market media?

మార్కెట్ మీడియా పై ప్రభావితం చూపే అంశాలను తెల్పుండి?

2. Synthesis the Language and Geographical Issues of Market media?

మార్కెట్ మీడియా భాష మరియు భౌగోళిక సమస్యలను వివరింపుము?

3. Design Media Strategy?

మీడియా వ్యూహం గూర్చి వివరింపుము?

Short Questions:

1. Market Analysis. మార్కెట్ విశ్లేషణ.

2. Case study. సందర్భ పరిశీలన.

3. Media Target. మీడియా లక్ష్యం.

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
B.COM – III YEAR – (RCCS) W.e.f. 2020-21		
Subject	5D: EXPORTS IMPORTS PROCEDURE & PRACTICE	
V– SEM	TIME: 2 1/2 Hours	Max Marks :60

MODEL QUESTION PAPER

TIME:2.30H

MAX.MARKS:60

SECTION -A

I) Answer any five of the following questions

5x4=20M

ఈక్రిందివానిలోఏమైనాఐదుప్రశ్నలకుసమాధానములువ్రాయుము.

- Advertising. ప్రకటనల
- .Campaigning process. ప్రచార విధానము.
- .Creating advertisements. ప్రకటన శృష్టి.
- Slogan design స్లోగాన్ డిజైన్.
- Print media. ప్రింట్ మీడియా.
- Advertising media. ప్రకటన మీడియా.
- .Market Analysis. మార్కెట్ విశ్లేషణ.
- .Case study. సందర్భ పరిశీలన

SECTION -B

II) Answer the following questions.

5x8=40M

ఈక్రింది ప్రశ్నలకు సమాధానములువ్రాయుము.

- a). Compresence the Nature and Scope of Advertising?
ప్రకటనల యొక్క స్వభావం మరియు పరిధి వివరింపుము?

(OR)

- b) Analysis the functions and criticism of Advertising?
ప్రకటనల విధులు మరియు విమర్శలను తెల్పండి?.

- a) Summarize the types of advertising agencies?
ప్రకటనా ఏజెన్సీస్ రకాలను వివరింపుము?

(OR)

- b) Role play of Advertising Standard Council of India (ASCI)?
భారత ప్రకటనల ప్రామాణిక మండలి పాత్రను వివరింపుము?

- a) Defend the Creativeness and Communication of Advertising?
ప్రకటనా కమ్యూనికేషన్ మరియు శృష్టి.ంచుటను వివరింపుము?

(OR)

- b) Analysis the Copy Writing of Advertisements?
కాపీ రైటింగ్ ప్రకటనను వివరింపుము?

- a) Extend the role play of Media?
మీడియా పాత్రను వివరింపుము?

(OR)

- b) Analysis the types of media?
మీడియా రకాలను తెల్పండి?

5. a) Design Media Strategy?

మీడియా వ్యాహం గూర్చి వివరింపుము?

(OR)

b) Comprehence the influencing factors on market media?

మార్కెట్ మీడియా పై ప్రభావితం చూపే అంశాలను తెల్పండి?

	P.R.Government College (Autonomous) Kakinada	Program & Semester III B.COM., V / VI SEMESTER			
Course Code	Income Tax Procedure and Practice (RCCS)				
Teaching	Hours Allocated: 72 (Theory)	L	T	P	C
Pre-requisites:		4	0	-	4

Course Outcomes:

- 1. For all entrepreneurs, the basic steps towards success should be generating revenue and managing the same. It is vital for you to familiarize yourself with the basic money management skills that includes an understanding of credit, tax forms and much more**
- 2. To know the residential status of assessee and income exempted from tax**
- 3. analyze the assessment procedure under representation before appropriate authorities under the law**
- 4. To familiar with the competition of income from salary and house property**
- 5. To familiar with the competition of income from business and profession**

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	To collect the basic concepts and definitions of income tax act 1961. Understand the basic principles underline the income tax act compute the taxable income of an assessee	Remembering & Understanding
CO2	To know the residential status of assessee and income exempted from tax	Application
CO3	analyze the assessment procedure under representation before appropriate authorities under the law	Analyzing
CO4	To familiar with the competition of income from salary and house property	Remembering & Application
CO5	To familiar with the competition of income from business and profession	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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UNIT I	1. Computation of Total Income and Tax Liability of Individuals- Firms and Companies 2. Procedure for Assessment including Problems in calculation of tax for firms& Companies
UNIT II	3. Meaning of clubbing of income– Different items come under the provisions of clubbing of income. 4. Meaning of set-off of losses and carry-forward and set-off of losses – Types of set-off - Intra-set off and Inter-set off.
UNIT III	5. Advance Payment of Tax - Persons liable to pay Advance Tax – Procedure for Computation of Advance Tax – Due Dates for the Payment of Advance Tax 6. Consequences of Non-payment of Advance Tax- Refund of tax, interest on refund – Appeals and Revisions.
UNIT– IV	7. Procedure for Assessment - Filing of Return – Prescribed Forms for filing of Returns – PAN & TAN . 8. On-line filing of Returns- 26 AS - Traces.
UNIT– V	9. TDS-TCS- Provisions in brief relating to TDS/TCS. 10. Schedule for deposit & Submission of Returns of TDS- Form-16 generation

CO-PO Mapping:

(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)

	PO 1	PO2	PO3	PO4	PO5	PO6	PO 7	PO 8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

Proposed activities:

Text Books:

1. Systematic Approach to Income Tax, Girish Ahuja & Ravi Gupta, Bharat Law House Pvt. Ltd, New Delhi.
2. Income Tax, Vinod K. Sinhanian & Monica Sinhanian, Taxmann Publications Pvt. Ltd, New Delhi.
3. Taxation Law & Practice, Mehtrotra & Goyal, Sahitya Bhavan Publications, Agra.
4. E.A. Srinivas, Corporate Tax Planning, Tata McGraw Hill.

Web links

1. <https://www.slideshare.net/harishvm/tax-computation>
2. <https://www.slideshare.net/NidhiMundra3/assessment-procedure-67440855>
3. <https://www.slideshare.net/shaktiyadav11/clubbing-of-income-54834929>
4. <https://www.slideshare.net/sunillbn/set-off-and-carry-forward>
5. <https://www.slideshare.net/PoojaGupta241/presentation-on-advance-tax-56727123>
6. <https://www.slideshare.net/prashanthgs/assessment-procedures>

Skill development:

Income Tax Act provides deduction towards expenditure incurred on the skill development project. Whereas, rule 6AA of the Income Tax Rules provides the guidelines to be followed by the company in order to notify the skill development.

Employability:

An individual's entire remuneration/salary received from an employer for services rendered in India is taxable in India. Taxable income includes all amounts, whether in cash or in kind, arising from an office of employment

Entrepreneurship

For all entrepreneurs, the basic steps towards success should be generating revenue and managing the same. It is vital for you to familiarize yourself with the basic money management skills that includes an understanding of credit, tax forms and much more

TOPICS INCLUDED UNDER AUTONOMOUS SET

CLASS : III B.COM.,
SEMESTER : V/VI SEMESTER
COURSE : R C C S
TITLE OF THE PAPER : 5E: INCOME TAX ASSESSMENT PROCEDURES AND PRACTICE

ADDITIONAL/DELETED TOPICS	JUSTIFICATION

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
B.COM – III YEAR – (RCCS) w.e.f.2020-21		
Subject	5E: INCOME TAX ASSESSMENT PROCEDURES AND PRACTICE	
V– SEM	TIME: 2 1/2 Hours	Max Marks : 60

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTING

S.N O	TYPES OF QUESTIONS		TO BE GIVEN IN THE QUESTION PAPER		TO BE ANSWERED		
		NO OF QUESTIONS	MARKS ALLOTTED TO EA	TOTAL MARKS	NO OF QUESTIONS	MARKS ALLOTTED TO EACH QUESTION	TOTAL MARKS
1		8	4	32	5	4	20
2		10	8	80	5	8	40
TOTAL MARKS				112	TOTAL MARKS		60

Chapter Name	Essay Questions 8marks	Short Questions 4marks	Marks Allotted To The Chapter
MODULE-I	2	2	24
MODULE-II	2	2	24
MODULE-III	2	2	24
MODULE-IV	2	1	20
MODULE-V	2	1	20
TOTAL	10	08	112

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM (TM, EM and CA) w.e.f.2020-21		
Subject	5E: INCOME TAX ASSESSMENT PROCEDURES AND PRACTICE	
III – SEM	TIME: 2 1/2 Hours	Max marks : 60

Time: 2 1/2 Hours

(Max. Marks: 60)

Section-A

[5X4=20]

Answer any FIVE of the following questions.

1. Contents of Unit-I
2. Contents of Unit-II
3. Contents of Unit-III
4. Contents of Unit-IV
5. Contents of Unit-V
6. Contents of Unit-I to Unit V
7. Contents of Unit-I to Unit V
8. Contents of Unit-I to Unit V

Section-B

[5X8=40]

Answer FIVE questions

9. (a) Contents of Unit-I(Theory)
(OR)
(b) Contents of Unit-I (Problem)
10. (a) Contents of Unit-II(Theory)
(OR)
(b) Contents of Unit-II(Problem)
11. (a) Contents of Unit-III(Theory)
(OR)
(b) Contents of Unit-III(Problem)
12. (a) Contents of Unit-IV(Theory)
(OR)
(b) Contents of Unit-IV(Problem)
13. Contents of Unit-V(Theory)
(OR)
(b) Contents of Unit-V(Problem)

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
B.COM – III YEAR – (RCCS) w.e.f.2020-21		
Subject	5E: INCOME TAX ASSESSMENT PROCEDURES AND PRACTICE	
V– SEM	TIME: 21/2 Hours	Max Marks : 60

QUESTION BANK

Unit 1 : COMPUTATION OF TOTAL AND TAX LIABILITY

8 Marks:

1. Explain of Total income?
మొత్తం ఆదాయం గురించి వివరించండి.

2. Give the format of total income and tax liability?
మొత్తం ఆదాయం మరియు పన్ను బాధ్యత యొక్క ఫార్మాట్ ఇవ్వండి?

3. Mr Anita Roy has submitted the following particulars for the assessment year 2022-2023 .

- i) Income from salary 95000/-
 - ii) income from house property 34000/-
 - iii) income from business 220000/-
 - iv) long term capital gains 12000/-
 - v) income from lottery 65000/-
 - vi) agriculture income 19000/-
- calculate total income .

Mr అంకితా రాయ్ 2022-2023 అసెస్మెంట్ ఇయర్ కోసం కింది వివరాలను సమర్పించారు.

- i) జీతం నుండి ఆదాయం 95000/-
 - ii) ఇంటి ఆస్తి నుండి ఆదాయం 34000/-
 - iii) వ్యాపారం నుండి ఆదాయం 220000/-
 - iv) దీర్ఘకాలిక మూలధన లాభాలు 12000/-
 - v) లాటరీ ద్వారా వచ్చే ఆదాయం 65000/-
 - vi) వ్యవసాయ ఆదాయం 19000/-
- మొత్తం ఆదాయాన్ని లెక్కించండి

4 Marks:

- 1. What is total income?
మొత్తం ఆదాయం అంటే ఏమిటి?
- 2. What is tax relief?
పన్ను మినహాయింపు అంటే ఏమిటి?
- 3. What is rebate?
రాయితీ అంటే ఏమిటి?
- 4. What is casual income
సాధారణ ఆదాయం అంటే ఏమిటి

Unit 2 : CLUBBING OF INCOME-SET OF LOSSES:

8 Marks:

- 1. Under what circumstances , income of others will be clubbed with the income of Assessed?
ఏ పరిస్థితులలో, ఇతరుల ఆదాయాన్ని అసెస్సీ ఆదాయంతో కలుపుతారు?
- 2 discuss set off and carry forward of losses?
2 సెట్ ఆఫ్ గురించి వివరించి నష్టాలను ముందుకు తీసుకువెళ్లాలా చర్చించండి ?
- 3. Explain sec 80, 80D AND 80G etc for computation of taxable Income?

పన్ను విధించదగిన ఆదాయం యొక్క గణన కోసం సెక్షన్ 80,80D మరియు 80G మొదలైనవి?

4 Marks :

1. Intra –set -off?
ఇంట్రా-సెట్-ఆఫ్?
2. Inter –set off?
ఇంటర్ సెట్ ఆఫ్?
3. Carry –forward?
క్యారి-ఫార్వర్డ్?
4. Set – off losses?
సెట్ - ఆఫ్ నష్టాలు?

Unit 3 : TAX PAYMENT- PENALTIES :

8 Marks:

1. Explain advance payment of tax?
పన్ను ముందస్తు చెల్లింపును వివరించండి?
2. Discuss appeals and revisions?
అప్పీళ్లు మరియు పునర్విమర్శలను చర్చించండి?
3. Examine procedure for computation of advance tax?
ముందస్తు పన్ను గణన ప్రక్రియను పరిశీలించండి?

4 marks:

1. Refund of tax?
పన్ను వాపసు?
2. Interest on refund?
పన్ను వాపసుపై వడ్డీ?
3. Non – payment of advance tax?
ముందస్తు పన్ను చెల్లింపు కానిది?

Unit 4 : RETURNS FILING:

8 marks:

1. Discuss about the different types of Returns for filing with Income tax Authorities?
ఆదాయ పన్ను అధికారులతో దాఖలు చేయడానికి వివిధ రకాల రిటర్న్ల గురించి చర్చించండి?
2. What is the procedure for filing E-Return?
ఇ-రిటర్న్ దాఖలు చేసే విధానం ఏమిటి?
3. Under what circumstances PAN is mandatory in case of certain cases?
నిర్దిష్ట కేసుల విషయంలో ఏ పరిస్థితుల్లో పాన్ తప్పనిసరి?

4 Marks:

1. What is the purpose returns? రిటర్న్స్ ప్రయోజనం ఏమిటి?
2. TAN టీ ఏ ఎస్

3. PAN పాస్
4. 26 AS.

Unit 5 : TDS AND TCS E-FILING :

8 Marks :

1. Prepare a chart showing any five incomes which are subject to TDS under I.T Act, 1961.
I.T చట్టం, 1961 ప్రకారం TDSకి లోబడి ఉన్న ఏవైనా ఐదు ఆదాయాలను చూపించే చార్ట్‌ను సిద్ధం చేయండి.
2. Prepare a table showing various dates and rates for payment of advance tax under IT Act.
IT చట్టం కింద ముందస్తు పన్ను చెల్లింపు కోసం వివిధ తేదీలు మరియు రేట్లు చూపే పట్టికను సిద్ధం చేయండి.
3. Explain TDS
3. TDS వివరించండి

4 Marks :

1. Tax Deducted at Source (TDS)
2. Tax Collected Source(TCS)
3. FORM 16.
4. Schedule for deposit.

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA						
	SALES PROMOTION AND PRACTICE		III B Com EM - V Sem 2022-23			
Hours	75 (60 + 15)		L	T	P	C
Focus	Employability		4	1	-	4

Course Objective
Understand and apply the techniques of Fundamental Analysis, Technical Analysis and Quantitative Analysis in Stock Markets and analyze the performance of mutual funds.

Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Analyze various sales promotion activities	1, 2, 3 and 4
CO2	Get exposed to new trends in sales Promotion	1, 2, 3 and 4
CO3	Understand the concepts of creativity in sales promotion	1, 2, 3 and 4
CO4	Enhance skills to motivate the salesperson to reach their targets	1, 2, 3 and 4
CO5	Develop the skills of designing of sales promotion events	1, 2, 3 and 4

Syllabus		
Unit	Content	Hours
Unit I	Introduction to Sales Promotion: Nature and Scope of Sales Promotion- Influencing Factors - Sales Promotion and Control - Strengths and Limitations of Sales Promotion – Sales Organization - Setting-up of Sales Organization - Types of Sales Organization.	20%
Unit II	Sales Promotion and Product Life Cycle: Types of Sales Promotion - Consumer Oriented - Trade Oriented - Sales Oriented - Various Aspects - Sales Promotion methods in different Product Life Cycle– Cross Promotion - Sales Executive Functions- Theories of Personal Selling - Surrogate Selling	20%
Unit III	Strategies and Promotion Campaign: Tools of Sales Promotion - Displays, Demonstration, Fashion Shows, Conventions - Conferences, Competitions –Steps in designing of Sales Promotion Campaign – Involvement of Salesmen and Dealers – Promotional Strategies - Ethical and Legal issues in Sales Promotion	20%
Unit IV	Salesmanship and Sales Operations: Types of Salesman - Prospecting - Pre-approach and Approach - Selling Sequence - Sales budget, Sales territories, Sales Quota's - Point of Sale – Sales Contests - Coupons and Discounts - Free Offers - Showrooms and Exhibitions - Sales Manager Qualities and functions.	20%
Unit V	Sales force Management and Designing: Recruitment and Selection - Training - Induction - Motivation of sales personnel - Compensation and Evaluation of Sales Personnel - Designing of Events for Enhancing Sales Promotion	20%

References	
Books and Resources	<ol style="list-style-type: none"> 1. Don.E. Schultz - Sales Promotion Essentials- Mc Graw hill India 2. S.H.H Kazmi & Satish K Batra, Advertising and Sales Promotion- Excel Books 3. Jeth Waney Jaishri& Jain Shruti - Advertising Management - Oxford university Press 4. Dr.ShailaBootwala Dr.M.D. Lawrence and Sanjay R.Mali -Advertising and Sales Promotion- NiraliPrakashan 5. Successful Sales Promotion – Pran Choudhury 6. Advertising and Sales Promotion Paperback– S. H. H. Kazmi & Satish Batra 7. Publications of ASCI 8. Kazmi & Batra, ADVERTISING & SALES PROMOTION, Excel Books, 2008 9. Web resources suggested by the Teacher concerned and the College Librarian including reading material

CO-PO Mapping:

(1:Slight[Low];2:Moderate [Medium];3:Substantial[High], '-' : NoCorrelation)

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

Proposed activities:

Examinations (Scheduled and surprise tests)

- Book Reading
- Student Seminars, Debates
- Quiz Programmes
- Assignments
- Co-operative learning
- Individual / Group Field Studies
- Group Discussions on problems relating to topics covered by syllabus
- Collecting prospectus of different companies through media
- Collection of news reports and maintaining a record of paper-cuttings relating
- topics covered in syllabus
- Talk on current affairs about business, industry etc.
- Biography of well-known management thinkers and managers of gigantic companies

Text Books:

1. I.M.Pandey. ,Financial Management, Vikas Publishing House
2. Prasanna Chandra, Fincial Management TaTa Mc Graw Hill
3. Bhole.L.M. Financial Markets and Institutions, Tata McGraw Hill Publishing House
4. Khan MY,Jain PK, Financial Management, Tata McGraw Hill
5. Kishore Ravi.M., Financial Management, Taxman Publication
6. Web resources suggested by the Teacher concerned and the College Librarian including reading material

TOPICS INCLUDED UNDER AUTONOMOUS SET

CLASS	: III B.COM
SEMESTER	: V/VI
COURSE	: R C C S - C A - C E C S
TITLE OF THE PAPER	: Sales Promotion and Practice

ADDITIONAL/DELETED TOPICS	JUSTIFICATION
Sales Promotion and Practice	To make the syllabus current and relevant

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
B.COM – III YEAR – (RCCS) W.e.f. 2020-21		
Subject	SALES PROMOTION AND PRACTICE	
V/VI– SEM	TIME: 21/2 Hours	Max Marks :60

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTING BLUE PRINT

UNIT	ESSAY QUESTIONS (8 MARKS)	SHORT QUESTIONS (4 MARKS)
I	1	1
II	2	2
III	1	2
IV	2	2
V	2	1

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of. Question	Marks allotted to each Question	Total marks
<u>1</u>	Section –A Short Questions	8	4	32	5	4	20
<u>2</u>	Section –B Essay Questions	10	8	80	5	8	40
Total Marks				112	Total Marks		60

.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
B.COM – III YEAR – (RCCS) W.e.f. 2020-21		
Subject	SALES PROMOTION AND PRACTICE	
V– SEM	TIME: 21/2 Hours	Max Marks :60

SALES PROMOTION QUESTION BANK

UNIT-I

Essay questions

- 1.1 Explain the nature and scope of sales promotion?
- 1.2 What are the factors influenced to sales promotion?
- 1.3 evaluate the strength and limitations of sales promotion ?

Short questions

- 1.1 Sales organization
- 1.2 Types of sales organizatios
- 1.3 Sales control

UNIT-II

Essay questions

- 2.1 Explain the various methods of sales promotion ?
- 2.2 Evaluate the product life cycle ?
- 2.3 Distinguish between personal selling – surrogate selling ?

Short questions

- 2.1 Trade oriented – sales oriented
- 2.2 Different product life cycle
- 2.3 Cross promotion

UNIT-III

Essay questions

- 3.1 Discuss the steps in Sales promotion tools ?
- 3.2 Evaluate the demonetization and its effect on sales promotion?
- 3.3 Design Steps in Sales promotion Campaign?

Short questions

- 3.1 Conferences
- 3.2 Sales Men and Dealers
- 3.3 Ethical and Legal Sales

UNIT-IV

Essay questions

- 4.1 Distinguish the pre - approach and approach of sales ?
- 4.2 Explain the Various types of sales men?

4.3 Explain the sales Managers qualities and functions ?

Short questions

4.1 sales budget

4.2 sales territories

4.3 sales coupons

UNIT-V

Essay questions

5.1 Evaluate the importance of training- induction, motivation of sales personnel?

5.2 Design the recruitment and selection of personnel ?

5.3 Explain the designing of ethical sales promotion?

Short questions

5.1 Induction

5.2 Compensation

5.3 Motivation of sales

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
B.COM – III YEAR – (RCCS) W.e.f. 2020-21		
Subject	SALES PROMOTION AND PRACTICE	
V– SEM	TIME: 21/2 Hours	Max Marks :60

MODEL QUESTION PAPER

TIME:2.30H

MAX.MARKS:60

SECTION -A

I) Answer any five of the following questions

5x4=20M

ఈక్రిందివానిలో ఏమైనా ఐదు ప్రశ్నలకు సమాధానములు వ్రాయుము.

- Sales organization
- Trade oriented – sales oriented
- Different product life cycle
- Conferences
1. sales budget
2. sales territories
- Induction
- Motivation of sales

SECTION -B

II) Answer the following questions.

5x8=40M

ఈక్రింది ప్రశ్నలకు సమాధానములు వ్రాయుము.

1. a). **Explain the nature and scope of sales promotion?**

(OR)

b) **Evaluate the strength and limitation of sales Promotion.**

2. a) **Explain the various sales promotion methods?**

(OR)

b) **Evaluate the product life cycle ?**

3. a) **Discuss the steps in Sales promotion tools ?**

(OR)

b) **Design Steps in Sales promotion Campaign**

4. a) **Explain the Various types of sales men?**

(OR)

b) **Explain the sales Managers qualities and functions ?**

5. a) **Design the recruitment and selection of personnel ?**

(OR)

b) **Explain the designing of ethical sales promotion?**

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA							
	Stock Market Analysis			III B Com EM - V Sem 2022-23			
Hours	75 (60 + 15)			L	T	P	C
Focus	Employability			4	1	-	4

Course Objective
Understand and apply the techniques of Fundamental Analysis, Technical Analysis and Quantitative Analysis in Stock Markets and analyze the performance of mutual funds.

Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Understand the Investment analysis methods and their relative merits in investment analysis	1, 2, 3 and 4
CO2	Understand and apply the fundamental analysis in equity shares	1, 2, 3 and 4
CO3	Understand and apply the technical analysis in equity shares	1, 2, 3 and 4
CO4	Understand and apply the quantitative analysis in equity shares	1, 2, 3 and 4
CO5	Understand the mutual funds operations and analyses the performance	1, 2, 3 and 4

Syllabus		
Unit	Content	Hours
Unit I	Introduction, Nature, Scope and basics of stock market analysis - Introduction of Investments and types- Need of Security Analysis - Types of analysis – Fundamental Analysis, Technical Analysis and Quantitative Analysis. Fundamental Vs Technical analysis	20%
Unit II	Fundamental Analysis - Based on Company's Financial information and Performance – Advantages and Limitations - EPS Ratio - Price to Sales Ratio - P/Earnings Ratio, P/Equity Ratio, ROI, D/P Ratio - Intrinsic Value	20%
Unit III	Technical Analysis- Based on Share Price Movement and Market Trends – Advantages and Limitations - Bullish Pattern - Bearish pattern indicators	20%
Unit IV	Quantitative Analysis – Types, advantages and limitations - Descriptive analysis, Correlation uses and limitations in securities analysis, Comparative analysis - Experimental Analysis process – Dow Theory	20%
Unit V	Mutual Funds Importance and the role of Mutual Fund –Types of Mutual Funds-Variety schemes in India- Growth Fund, Income Fund, Growth and Income Fund, Tax planning schemes and other categories - Mutual fund performance (Expense ratio, NAV, returns compared to benchmarks)	20%

References	
Books and Resources	<ul style="list-style-type: none"> • Stock Market Analysis, Himalaya • Value Investing by Benjamin Graham • Securities Analysis and Portfolio Management, • Technical Analysis by Aswani Gujral
Online Courses	<p>Course on Financial Market Analysis</p> <p>https://www.edx.org/course/financial-market-analysis?index=product&queryID=995bbdb52c7630e09e77d3cefa671f88&position=6&eaId=0&v=0&linked_from=autocomplete&c=autocomplete</p>

Co-Curricular Activities	
A. Mandatory (<i>student training by teacher in related real time field skills: total 10 hours</i>):	
	<p>a. For Teachers: Training of students by the teacher (using actual field material) in classroom and field for a total of not less than 10 hours on techniques in Sales Management.</p> <p>b. Investment analysis(Ref. unit-1)</p> <p>c. Fundaental analysis (ref. unit-2)</p> <p>d. Technical analysis (ref. unit-3)</p> <p>e. Quantitative analysis (ref. unit-4)</p> <p>f. Mutual funds (ref. Unit 5)</p>
	2. For Student: Each student has to visit at least one business organization and study sales management practices followed there. Each student has to observe the trends in the business in sales management in the light of technology disruptions. They shall write their observations and submit a Fieldwork/Project work report, not exceeding 10 pages, to the teacher in the given format.
	3. Max marks for Fieldwork/Project work Report: 05
	4. Suggested Format for Fieldwork/Project work (not more than 10 pages): Title page, student details, Contents, objective, step-wise work done, findings, conclusions and acknowledgements.

Additional Inputs	
Topics to be explored	<ul style="list-style-type: none"> • Ratio analysis from Money control • Daily financial information from Economic Times • Live Charts of NSE • Charting tools • AMFI NAV publications and NFO documents

Activities	
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Online games – Jeopardy, Crosswords and Word scramble • Presentations
Group	<ul style="list-style-type: none"> • Surveys • Field visits to industry • Guest lectures

	<ul style="list-style-type: none"> Interaction with industry professionals
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Mapping of Cos with POs/PSOs

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	P O 10	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	2	3	2	3	3	2	2	3	3	2	2	2
CO 2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2
CO 4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Syllabus Change AY 2022-23			
Unit	Additions	Percentage change	Rationale
I	Fundamental Vs Technical analysis	20%	To make the syllabus more current
IV	Correlation uses and limitations in securities analysis		
V	Mutual fund performance (Expense ratio, NAV, returns compared to benchmarks)		

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
III BCom (TM, EM, CA and CECS) w.e.f.2022-23		
Subject	<u>Stock Market Analysis</u>	
V– SEM	TIME: 21/2 Hours	Max marks : 60

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of Question	Marks allotted to each Question	Total marks
1	Section –A Short Questions	8	4	32	5	4	20
2	Section –B Essay Questions	10	8	80	5	8	40
Total Marks				112	Total Marks		60

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Short Questions 4 Marks	Essay Questions 8 Marks	Marks allotted to the chapter
Unit - I	1	2	20
Unit – II	2	2	24
Unit – III	2	2	24
Unit - IV	1	2	20
Unit - V	2	2	24
Total No.of.Questions	08	10	112

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
III BCom (TM, EM, CA and CECS) w.e.f.2022-23		
Subject	Stock Market Analysis	
V– SEM	TIME: 21/2 Hours	Max marks : 60
MODEL QUESTION PAPER		

Time: 2 ½ Hrs.

Max.marks: 60M

Section –A

Answer any FIVE Questions:

5 x 4 = 20 M

1. Equity shares
2. Price to sales ratio
3. Dividend to price ratio
4. Moving averages
5. Correlation
6. Growth fund
7. Net Asset Value
8. Compensation

Section - B

Answer any FIVE Questions:

5 x 8 = 40 M

- 9 (A) Explain stock market analysis and its scope
Or
- 9 (B) Distinguish between fundamental and technical analysis
- 10 (A) Explain the advantages of fundamental analysis
Or
- 10 (B) Illustrate the PE ratio and PB ratio with suitable examples
- 11 (A) Explain the nature and method of technical analysis
Or
- 11 (B) Describe the bullish pattern
- 12 (A) Describe the process of experimental analysis
Or
- 12 (B) Explain the types of quantitative analysis
- 13 (A) Explain mutual funds and its importance
Or
- 13 (B) Illustrate the performance of mutual funds with real examples

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
III BBA (DM) w.e.f.2022-23		
Subject	<u>Stock Market Analysis</u>	
V– SEM	TIME: 21/2 Hours	Max marks : 60
QUESTION BANK		

Unit I

Essay questions

1. Explain stock market analysis and its scope
2. Describe the need for stock market analysis
3. Describe the types of investments
4. Distinguish between fundamental and technical analysis

Short questions

1. Equity shares
2. Fundamental analysis
3. Technical analysis
4. Quantitative analysis

Unit –II

Essay questions

1. Explain the advantages of fundamental analysis
2. Illustrate the PE ratio and PB ratio with suitable examples
3. Explain the EPS and ROI measures
4. Explain the nature and method of fundamental analysis

Short questions

1. Price to sales ratio
2. Dividend to price ratio
3. Intrinsic value
4. Financial performance

Unit III

Essay questions

1. Explain the nature and method of technical analysis
2. Describe the bullish pattern
3. Describe the bearish pattern
4. Discuss the advantages of technical analysis

Short questions

1. Moving averages
2. Stock price charts

3. Bullish Vs Bearish
4. Leading and Lagging indicators

Unit IV

Essay questions

1. Explain the types of quantitative analysis
2. Illustrate the use of correlation in stock analysis and its limitations
3. Describe the process of experimental analysis
4. Explain the advantages of quantitative analysis

Short questions

1. Descriptive analysis
2. Comparative analysis
3. Correlation
4. Dow theory

UNIT-V

Essay questions

1. Explain mutual funds and its importance
2. Describe the types of mutual funds
3. Illustrate the performance of mutual funds with real examples
4. Explain the tax saving schemes with examples

Short questions

1. Index fund
2. Growth fund
3. Net Asset Value
4. Open ended funds

	P.R.Government College(Autonomous) Kakinada	Program & Semester III B.COM V/VI SEM			
Course Code	STOCK MARKET (RCCS-CA-CECS)				
Teaching	HoursAllocated:72(Theory)	L	T	P	C
Pre-requisites:	Employability	4	0	-	4

CourseOutcomes:

1. Expose to theory and functions of the Share Market in Financial Sector as job careers
2. Study the functioning of capital markets and create awareness among the public
3. Acquire knowledge on operations of Share Market and Research skills
4. Involve in activities of Mutual Funds and stock market firms
5. Enhance their skills by practicing in preparation of accounting statements.

CourseOutcomes:

CO1	Expose to theory and functions of the Share Market in Financial Sector as job careers	Understanding
CO2	Study the functioning of capital markets and create awareness among the public	Application
CO3	Acquire knowledge on operations of Share Market and Research skills	Analyzing
CO4	Involve in activities of Mutual Funds and stock market firms	Remembering& Application
CO5	Enhance their skills by practicing in preparation of accounting statements	Application

Course with focus on employability/entrepreneurship/Skill Development modules

Skill Development		Employability		Entrepreneurship	
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P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA	
B.COM – III YEAR – (RCCS) W.e.f. 2020-21	
Subject	Stock market
V/VI– SEM	Max Marks :60
Hours: 5 Hrs. (4 Lecture + 1 Tutorial) Credits: 4	
MODULE I	Introduction, Nature, Scope and basics of stock market Introduction of Investments-Need of Investment-Short and Long Term investment- Money market Vs Capital Market-Primary Market-Secondary Market-Depositories-Buy Back Shares Forward Contract and Future Contract- Types of Investors-Speculators, Hedgers, Arbitraders.
MODULE II	Definition-Participants of Capital Market Participants-Primary Market issues of Equity Shares and Preference Shares and Debentures its types Mutual Funds –Secondary Market-/Stock Exchange-National Stock Exchange of India-Over the Counter Exchange of India –Qualified Individual/Institutional Buyers -Under writers.
MODULE III	Depositories- -Buy Back of Shares-- Forward Contract and Future Contract-differences – Participants in Future Contract- Clearing of Mechanism.
MODULE – IV	Index and its types-SENSEX- Calculation Methodology-Types of Clearing Members.
MODULE – V	Security and Exchange Board of India (SEBI)-Powers, functions,-Over The Counter Exchange (OTCE) of India-Functions and Mechanism.

CO-PO Mapping:**(1:Slight[Low];2:Moderate [Medium];3:Substantial[High],'-': NoCorrelation)**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

Proposed activities:

Examinations (Scheduled and surprise tests)

- Book Reading
- Student Seminars, Debates
- Quiz Programmes
- Assignments
- Co-operative learning
- Individual / Group Field Studies
- Group Discussions on problems relating to topics covered by syllabus
- Collecting prospectus of different companies through media
- Collection of news reports and maintaining a record of paper-cuttings relating
- topics covered in syllabus
- Talk on current affairs about business, industry etc.
- Biography of well-known management thinkers and managers of gigantic companies

Text Books:

1. I.M.Pandey. ,Financial Management, Vikas Publishing House
2. Prasanna Chandra, Fincial Management TaTa Mc Graw Hill
3. Bhole.L.M. Financial Markets and Institutions, Tata McGraw Hill Publishing House
4. Khan MY,Jain PK, Financial Management, Tata McGraw Hill
5. Kishore Ravi.M., Financial Management, Taxman Publication
6. Web resources suggested by the Teacher concerned and the College Librarian including reading material

Skilldevelopment:**Employability:****Entrepreneurship**

**TOPICS INCLUDED UNDER
AUTONOMOUS SET**

CLASS : III B.COM
SEMESTER : V/VI
COURSE : R C C S - C A - C E C S
TITLE OF THE PAPER : STOCK MARKET

ADDITIONAL/DELETED TOPICS	JUSTIFICATION
MONEY MARKET	To make the syllabus current and relevant

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
B.COM – III YEAR – (RCCS) W.e.f. 2020-21		
Subject	STOCK MARKET	
V/VI– SEM	TIME: 2 1/2 Hours	Max Marks :60

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTING

BLUE PRINT

UNIT	ESSAY QUESTIONS (8 MARKS)	SHORT QUESTIONS (4 MARKS)
I	1	1
II	2	2
III	1	2
IV	2	2
V	2	1

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of .Questions	Marks allotted to each Question	Total marks	No. of. Question	Marks allotted to each Question	Total marks
<u>1</u>	Section –A Short Questions	8	4	32	5	4	20
<u>2</u>	Section –B Essay Questions	10	8	80	5	8	40
Total Marks				112	Total Marks		60

.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
B.COM – III YEAR – (RCCS) W.e.f. 2020-21		
Subject	5D: STOCK MARKET	
V– SEM	TIME: 21/2 Hours	Max Marks :60

QUESTION BANK

UNIT-1

Essay Questions:

1. Explain about Money market.
2. Distinguish between Forward Contract and Future Contract.
3. Explain various Types of Investors.

Short Questions:

1. Arbitraders
2. Speculators
3. Need of Investment

UNIT-II

Essay Questions:

1. Explain about Equity Shares and Preference Shares.
2. Explain various Types of Mutual funds.
3. Briefly explain about National Stock Exchange of India.

Short Questions:

1. Mutual funds
2. Under writers.
3. Secondary Market

UNIT-III

Essay Questions:

1. Discuss about Financial Intermediaries.
2. Explain about Clearing of Mechanism.
3. Describe about Buy Back of Shares.

Short Questions:

1. Buy Back of Shares
2. Future Contract

3. Depositories-

UNIT-IV

Essay Questions:

1. Explain the various Types of Clearing Members.
2. Explain the Index and its types.
3. Explain the index Calculation Methodology.

Short Questions:

1. SENSEX
2. Index
3. NSE

UNIT-V

Essay Questions:

1. What are the functions of Security and Exchange Board of India?
2. Explain the Over-the-Counter Exchange (OTCE) of India.
3. Explain the Regulatory Mechanism towards stock markets.

Short Questions:

1. SEBI
2. OTCE
3. Powers of SEBI

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
B.COM – III YEAR – (RCCS) W.e.f. 2020-21		
Subject	STOCK MARKET	
V– SEM	TIME: 2 1/2 Hours	Max Marks :60

MODEL QUESTION PAPER

TIME:2.30H

MAX.MARKS:60

SECTION -A

I) Answer any five of the following questions

5x4=20M

ఈక్రిందివానిలో ఏమైనా ఐదు ప్రశ్నలకు సమాధానములు వ్రాయుము.

- Arbitraders
- Mutual funds
- Under writers
- Buy Back of Shares
- Future Contract
- Index
- NSE
- Powers of SEBI

SECTION -B

II) Answer the following questions.

5x8=40M

ఈక్రింది ప్రశ్నలకు సమాధానములు వ్రాయుము.

- Explain about Money market.
(OR)
 - Distinguish between Forward Contract and Future Contract.
- Explain about Equity Shares and Preference Shares.
(OR)
 - Explain various Types of Mutual funds.
- Discuss about Financial Intermediaries.
(OR)
 - Explain about Clearing of Mechanism.
- Explain the various Types of Clearing Members.
(OR)
 - Explain the Index and its types.
- What are the functions of Security and Exchange Board of India?
(OR)
 - Explain the Over-the-Counter Exchange (OTCE) of India.

	P.R. Government College (Autonomous) Kakinada	Program & Semester III B.COM., V/VI SEMESTER			
Course Code	5F – GOODS AND SERVICES TAX PROCEDURE AND PRACTICE				
Teaching	Hours Allocated: 72 (Theory)	L	T	P	C
Pre-requisites:		4	0	-	4

Course Outcomes:

1. Understand the concept of Liability and Payment of GST.
2. Create a new company in Tally with GST components and establish environment for GST Voucher entry.
3. Comprehend the utilization of input tax credit, and the reverse charge mechanism in GST.
4. Acquire Skills of preparation of GST Returns in accordance with GST Law and Tally.
5. Acquire skill of online payment of GST through GST Portal.
6. To guide in the preparation of vouchers
7. To impart practical knowledge of Tally ERP. 9 with GST.
8. Gain employability as Accountants.
9. To give conceptual background to tally, GST and other related accounting concepts.

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Acquire the basic knowledge of Output tax liability, GST, CGST, SGST, IGST, Payment of GST – GST Network.	Remembering & Understanding
CO2	Familiarize and understand the concept of Goods and Service Tax, goods, services, suppliers, business, manufacture. Accounting Masters and Inventory Masters in Tally Company Creation, General Ledgers & GST Ledgers Creation and GST Rate Allocation to Stock.	Application
CO3	Analyze the GST Vouchers, Output Tax on Sales Vouchers – Purchase and Sales Voucher Entries with Single Rated GST and Multiple Rated GST Goods, and Customizing the Existing Voucher types with applicable GST Rates	Analyzing
CO4	Evaluate the Regular Monthly returns and Annual Return, Returns for Composition Scheme and Generation of Returns, GSTR-1, GSTR-2, GSTR-3, GSTR-4, GSTR-9, GSTR-3	Remembering & Application
CO5	Evaluate the Payment of GST online. Payment of GST – Electronic Filing of GST Returns – Refunds – Penalties and Administrative structure of GST Officers – Powers – Jurisdiction.	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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UNIT I	<ol style="list-style-type: none"> 1. GST – Liability and Payment Output tax liability – Input tax credit utilization – Schedule for payment of GST. (5 hours) 2. Interest/penalty for late /non-filing of return-Payment of GST – GST Network.(5 hours)
UNIT II	<ol style="list-style-type: none"> 3. GST – Accounting Masters and Inventory Masters in Tally. Company Creation – General Ledgers & GST Ledgers Creation. (5 hours) 4. Stock Groups, Stock Items and Unit of Measure – GST Rate Allocation to Stock.(5 hours)
UNIT III	<ol style="list-style-type: none"> 5. GST Vouchers – Customizing the Existing Voucher types with applicable GST Rates – Mapping of Input Tax Credit on Purchase Vouchers.(5 hours) 6. Output Tax on Sales Vouchers – Purchase and Sales Voucher Entries with Single Rated GST and Multiple Rated GST Goods.(5 hours)
UNIT– IV	<ol style="list-style-type: none"> 7. Regular Monthly returns and Annual Return – Returns for Composition Scheme.(5 hours) 8. Generation of Returns – GSTR-1, GSTR-2,GSTR-3,GSTR-4,GSTR-9,GSTR-3B. (5 hours)
UNIT– V	<ol style="list-style-type: none"> 9. Payment of GST – Electronic Filing of GST Returns – Refunds Penalties. (5 hours) 10. Administrative structure of GST Officers – Powers – Jurisdiction.(5 hours)

CO-PO Mapping:**(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)**

	PO 1	PO2	PO3	PO4	PO5	PO6	PO 7	PO 8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

Proposed activities:**Text Books:**

References	<ol style="list-style-type: none"> 1. T. S. Reddy and Dr. Y. Hari Prasad Reddy, Business Taxation (Goods and Services Taxes), Margham Publications. 2. Taxmann's Basics of GST. 3. Taxmann's GST: A practical Approach. 4. Theory & Practice of GST, Srivathsala, Himalaya Publishing House. 5. Goods and Services Tax in India - Notifications on different dates. 6. GST Bill 2012. 7. Background Material on Model GST Law, Sahitya Bhawan Publications. 8. The Central Goods and Services Tax Act, 2017, No. 12 of 2017 Published by Authority, 9. Ministry of Law and Justice, New Delhi, the 12th April, 2017. 10. Theory & Practice of GST: Dr. Ravi M.N, BPB Publications.
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Web links:

1. <https://www.slideshare.net/narayanlodha/1-presentation-on-input-tax-credit-under-gst>
2. <https://www.slideshare.net/JibinVarghese15/gst-input-tax-credit-ppt>
3. <https://www.slideshare.net/AdminTeamAsija/s-8-payment-of-gst>
4. <https://www.slideshare.net/AdminTeamAsija/returns-under-gst>
5. <https://www.slideshare.net/mjall3/41-the-general-ledger>
6. <https://www.slideshare.net/ManishBhatnagar21/accounting-ledgers-and-entries-in-gst>
7. <https://www.slideshare.net/MdMonzurul/5-voucher-entry>

8. <https://www.slideshare.net/AbhishikthSandeep1/types-of-vouchers>
9. <https://www.slideshare.net/mmdaga/gst-payment-refunds>
10. <https://www.slideshare.net/ShakirShaikh1/schedule-of-gst-rates-for-services>

Skill development:

There has been a misconception that the only thing required to work in the Social Sector is the will to make a difference. While passion is definitely important, people also require the right kind of knowledge, expertise, tools, and skills in order to work effectively in the Development Leadership and Management space. While the hard skills that one needs may vary from role to role, it is essential for everyone in the space to have the requisite soft skills.

Employability:

India's corporate sector is engaged today in aligning their financial and accounting systems under this new regime. And to achieve the same, it needs a specialized workforce across accounting systems, legal compliances, taxation and data analysis. This is where huge demand of professionals exists. So, from employment perspective, there is huge potential that can be seen under two phases— immediate boost for implementing GST across business sectors and then a steady state demand for ongoing activities going forward.

Entrepreneurship:

1. Development of more industries.
2. Promote the processing and consumption of local materials.
3. Income generation.
4. increase economic growth.
5. Source of employment opportunities.
6. Self employment.

TOPICS INCLUDED UNDER AUTONOMOUS SET

CLASS : I I B . C O M . ,
SEMESTER : V / VI SEMESTER
COURSE : R C C S
TITLE OF THE PAPER : 5F – GOODS AND SERVICES TAX
PROCEDURE AND PRACTICE

ADDITIONAL/DELETED TOPICS	JUSTIFICATION
	Electronic Filing of GST Returns

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
B.COM – III YEAR – (RCCS) w.e.f.2020-21		
Subject	5F – GOODS AND SERVICES TAX PROCEDURE AND PRACTICE	
V– SEM	TIME: 21/2 Hours	Max Marks : 60

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTING

S.NO	TYPES OF QUESTIONS		TO BE GIVEN IN THE QUESTION PAPER		TO BE ANSWERED		
		NO OF QUESTIONS	MARKS ALLOTTED TO EA	TOTAL MARKS	NO OF QUESTIONS	MARKS ALLOTTED TO EACH QUESTION	TOTAL MARKS
1		8	4	32	5	4	20
2		10	8	80	5	8	40
TOTAL MARKS				112	TOTAL MARKS		60

CHAPTER NAME	ESSAY QUESTIONS 8MARKS	SHORT QUESTIONS 4MARKS	MARKS ALLOTTED TO THE CHAPTER
MODULE-I	2	2	24
MODULE-II	2	2	24
MODULE-III	2	2	24
MODULE-IV	2	1	20
MODULE-V	2	1	20
TOTAL	10	08	112

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM (TM, EM and CA) w.e.f.2020-21		
Subject	5F – GOODS AND SERVICES TAX PROCEDURE AND PRACTICE	
III – SEM	TIME: 2 1/2 Hours	Max marks : 60

Time: 2 1/2 Hours

(Max. Marks: 60)

Section-A

[5X4=20] Marks

Answer any FIVE of the following questions.

1. Contents of Unit-I
2. Contents of Unit-II
3. Contents of Unit-III
4. Contents of Unit-IV
5. Contents of Unit-V
6. Contents of Unit-I to Unit V
7. Contents of Unit-I to Unit V
8. Contents of Unit-I to Unit V

Section-B

[5X8=40] Mark

Answer FIVE questions

9. (a) Contents of Unit-I(Theory)
(OR)
(b) Contents of Unit-I (Problem)
10. (a) Contents of Unit-II(Theory)
(OR)
(b) Contents of Unit-II(Problem)
11. (a) Contents of Unit-III(Theory)
(OR)
(b) Contents of Unit-III(Problem)
12. (a) Contents of Unit-IV(Theory)
(OR)
(b) Contents of Unit-IV(Problem)
13. Contents of Unit-V(Theory)
(OR)
(b) Contents of Unit-V(Problem)

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
B.COM – II YEAR – (RCCS) w.e.f.2020-21		
Subject	4F – GOODS AND SERVICES TAX, PROCEDURE AND PRACTICE	
V– SEM	TIME: 21/2 Hours	Max Marks : 60

QUESTION BANK

Unit 1 : GST – Liability and Payment

8 Marks

1. What is output tax liability? Explain the output tax in the procedures.
అవుట్పుట్ టాక్స్ బాధ్యత అంటే ఏమిటి? విధానాలలో అవుట్పుట్ టాక్స్ పన్నును వివరించండి.
2. What is Input tax credit? What is the Utilization of Input tax credit?
ఇన్పుట్ ట్యాక్స్ క్రెడిట్ అంటే ఏమిటి? ఇన్పుట్ ట్యాక్స్ క్రెడిట్ యొక్క వినియోగం ఏమిటి?
3. What are the penalties imposed by the authorities for late (or) non-filing of return?
ఆలస్యంగా (లేదా) రిటర్న్ దాఖలు చేయనందుకు అధికారులు విధించే జరిమానాలు ఏమిటి?
4. What is GST Network? Explain its Construction.
వస్తువులు మరియు సేవల పన్ను నెట్వర్క్ అంటే ఏమిటి? దాని నిర్మాణాన్ని వివరించండి.

4 Marks

1. What is Input tax credit?
ఇన్పుట్ ట్యాక్స్ క్రెడిట్ అంటే ఏమిటి
2. What is Output tax credit?
అవుట్పుట్ ట్యాక్స్ క్రెడిట్ అంటే ఏమిటి
3. What is Payment of GST?
వస్తువులు మరియు సేవల పన్ను చెల్లింపు అంటే ఏమిటి
4. Explain the GST Network
వస్తువులు మరియు సేవల పన్ను నెట్వర్క్ ని వివరించండి

Unit 2 : GST – Accounting Masters and Inventory Masters in Tally

8 Marks

1. How to setting up GST rates through Tally
టాలీ ద్వారా వస్తువులు మరియు సేవల పన్ను రేట్లను ఎలా సెటప్ చేయాలి?
2. How to create IGST,CGST and SGST ledger in tally for GST?
GST కోసం IGST, CGST మరియు SGST లెడ్జర్ను ఎలా సృష్టించాలి?
3. Explain the process of allocate GST rates to various stock items in Tally?
టాలీలోని వివిధ స్టాక్ వస్తువులకు వస్తువులు మరియు సేవల పన్ను రేట్లను కేటాయించే విధానాన్ని వివరించండి?
4. How to creating single/multiple ledger in Tally ERP 9?

టాలీ ERP 9లో సింగిల్/మల్టిపుల్ లెడ్జర్‌ను ఎలా సృష్టించాలి?

4 Marks

1. What are transitional provisions?
పరివర్తన నిబంధనలు ఏమిటి
2. What is electronic cash ledger?
ఎలక్ట్రానిక్ నగదు లెడ్జర్ అంటే ఏమిటి
3. What is electronic credit ledger?
ఎలక్ట్రానిక్ క్రెడిట్ లెడ్జర్ అంటే ఏమిటి
4. What are the various GST payment forms?
వివిధ వస్తువులు మరియు సేవల పన్ను చెల్లింపు ఫారమ్‌లు ఏమిటి?

Unit 3 : GST Voucher Entry

8 Marks

1. What are the different types of GST invoices and vouchers?
వివిధ రకాల వస్తువులు మరియు సేవల పన్ను ఇన్‌వాయిస్‌లు మరియు వోచర్‌లు ఏమిటి?
2. What is voucher type in Tally ERP9, How to create edit and delete voucher in Tally?
టాలీ ERP9 లో వోచర్ రకం అంటే ఏమిటి, టాలీ లో వోచర్‌ను ఎడిట్ చేయడం మరియు తొలగించడం ఎలా?
3. How to Creating a Purchase Voucher?
కొనుగోలు వోచర్‌ను ఎలా సృష్టించాలి?
4. Explain for accounting for ineligible input tax credit under GST.
వస్తువులు మరియు సేవల పన్ను కింద అనర్హమైన ఇన్‌పుట్ ట్యాక్స్ క్రెడిట్ కోసం అకౌంటింగ్ కోసం వివరించండి.

4 marks

1. How many copies of Invoices should be issued?
ఇన్‌వాయిస్‌ల కాపీలు ఎన్ని జారీ చేయాలి?
2. What is voucher?
వోచర్ అంటే ఏమిటి
3. What is GST classification in Tally?
టాలీలో వస్తువులు మరియు సేవల పన్ను వర్గీకరణ అంటే ఏమిటి
4. What is voucher customization?
వోచర్ అనుకూలీకరణ అంటే ఏమిటి?

Unit 4 : GST Returns

8 marks

1. What are the various GST return forms?

వివిధ వస్తువులు మరియు సేవల పన్ను రిటర్న్స్ ఫారమ్లు ఏమిటి?

2. Envisage the provisions pertaining to Monthly and Quarterly GST returns?

నెలవారీ మరియు త్రైమాసిక వస్తువులు మరియు సేవల పన్ను రిటర్న్లకు సంబంధించిన నిబంధనలను ఊహించండి?

3. Details to be filed by a tax payer in terms of Inward Supplies (GSTR 2).

ఇన్వార్డ్ సప్లైస్ (GSTR 2) పరంగా పన్ను చెల్లింపుదారు దాఖలు చేయవలసిన వివరాలు రాయండి.

4. Explain the matching concept of returns and its consequences?

రాబడి మరియు దాని పర్యవసానాల సరిపోలిక భావనను వివరించండి?

4 Marks

1. What is the purpose returns?

రిటర్న్స్ ప్రయోజనం ఏమిటి

2. How to GST returns online?

ఆన్‌లైన్‌లో వస్తువులు మరియు సేవల పన్ను రిటర్న్లు ఎలా చేయాలి?

3. Give a brief list of various returns filed under GST.

వస్తువులు మరియు సేవల పన్ను కింద దాఖలు చేసిన వివిధ రిటర్న్ల సంక్షిప్త జాబితాను ఇవ్వండి.

4. Explain the Generation returns.

జనరేషన్ రిటర్న్లను వివరించండి

Unit 5 : Payment of GST Online

8 Marks

1. Explain is the procedure for payment of tax under GST?

వస్తువులు మరియు సేవల పన్ను కింద పన్ను చెల్లింపు విధానాన్ని వివరించండి

2. Write a brief note on Electronic Filling of GST returns?

వస్తువులు మరియు సేవల పన్ను రిటర్న్ల ఎలక్ట్రానిక్ ఫైలింగ్‌పై సంక్షిప్త గమనికను వ్రాయండి

3. What are the various Accounts and records to be maintained by a dealer under GST?

వస్తువులు మరియు సేవల పన్ను కింద డీలర్ నిర్వహించాల్సిన వివిధ ఖాతాలు మరియు రికార్డులు ఏమిటి?

4. What are the rules pertaining to the maintenance of various Accounts and records under GST?

వస్తువులు మరియు సేవల పన్ను కింద వివిధ ఖాతాలు మరియు రికార్డుల నిర్వహణకు సంబంధించిన నియమాలు ఏమిటి?

4 Marks

1. What are the main features of GST payment process?

వస్తువులు మరియు సేవల పన్ను చెల్లింపు ప్రక్రియ యొక్క ప్రధాన లక్షణాలు ఏమిటి

2. Write a brief note on Electronic liability register?

ఎలక్ట్రానిక్ బాధ్యత రిజిస్టర్‌పై సంక్షిప్త గమనికను వ్రాయండి

3. Write a short note on GST refunds.

వస్తువులు మరియు సేవల పన్ను రీఫండ్లపై చిన్న గమనిక రాయండి.

4. Explain the GST penalties.

వస్తువులు మరియు సేవల పన్ను జరిమానాలను వివరించండి.

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA							
DM 601	Advanced SEO			III BBA (DM) - V Sem			
Hours	75 (60 + 15)			L	T	P	C
Focus				4	1	-	4

Course Objective		
With millions of people performing millions of searches each day to find content on the internet it makes sense that marketers want their products to be found by potential consumers. Search engines use closely guarded algorithms to determine the results that are displayed.		
Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Learn what search engine optimization (SEO) is and how a web site needs to be structured.	1, 2 and 3
CO2	Appreciate the constructs of search engine- friendly Web sites.	1, 2, 3, 4, 5 and 6

Syllabus		
Unit	Content	Hours
Unit I	SEO Introduction- Concepts of search engine optimization (SEO)- Dynamicpages-Importance,Relevance,Popularity,Trust,Authority,what isWebsite?WhatisDomainName,TypesofDomains,Domainsuggestions,Pre mium/Domains,RegisteraDomainName,WebHostingConcepts, Domain/HostingBusinessTypes of Websites, HTML, CSS and Java Script,Websitearchitecture,Static pages.	
Unit II	How Search Engines Work, Major Search Engines, Components of Search Engines, MajorSearch Engines: Google, Yahoo, Bing, Google Results,SearchEngineMechanism,SearchEngine,Crawling,Robots.txt,Site maps,Storing, ProcessingandIndexing,Ranking,	
Unit III	On-page SEO, importance, influence factors, Optimizing Web Page, WebsiteOptimization,title,descriptionandkeywordtags,headertags,AnchorText,NavigationLinks,Contextuallinks,Canonical URLs, Page Nations, keyword research, meta tag optimization, SEO content optimization.	
Unit IV	Off-page SEO, importance, influence factors, Right and wrong ways to link,Reciprocal links, Three-way links, purchased links, Link networks, Redirected links, Link bait, Trust rank and worth less links	
Unit V	SEM Strategy:What is SEM Strategy-Meaning and Definition of SEM-ImportanceofSEM-AdvantagesandDis-advantagesof SEMSettingupSEMSettingupSEMstrategy-AnalyzingtheEfficiencyof SEM Strategy-Digitalpromotion-Tools and techniques	

References		
Books and Resources	1. Search Engine Optimization: your visual Blueprint for effective. 2. Internet marketing,3 Edition (MISL –Wiley) –KristopherBJones. 3. Search Engine Optimization: AnHoura Day- Jeenipegrappone,G radiva cousin	
Online Courses		

Additional Inputs	
Topics to be explored	<ul style="list-style-type: none">

Activities	
Measurable	<ul style="list-style-type: none"> Assignments Oral presentation Quiz programme
Group	<ul style="list-style-type: none"> Guest lectures

Mapping of Cos with POs/PSOs

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	P O 10	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	2	2	2	3	3	2	3	3	3	2	2	2
CO 2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
	NO	NO	NO

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
III BBA (DM) w.e.f.2022-23		
Subject	<u>Advanced SEO</u>	
VI– SEM	TIME: 21/2 Hours	Max marks : 60

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of Question	Marks allotted to each Question	Total marks
<u>1</u>	Section –A Short Questions	8	4	32	5	4	20
<u>2</u>	Section –B Essay Questions	10	8	80	5	8	40
Total Marks				112	Total Marks		60

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Short Questions 4 Marks	Essay Questions 8 Marks	Marks allotted to the chapter
Unit – I	1	2	20
Unit – II	2	2	24
Unit – III	2	2	24
Unit – IV	2	2	24
Unit – V	1	2	20
Total No.of.Questions	08	10	112

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
III BBA (DM) w.e.f.2022-23		
Subject	Advanced SEO	
VI- SEM	TIME: 21/2 Hours	Max marks : 60
MODEL QUESTION PAPER		

Time: 2 ½ Hrs.

Max.marks: 60M

Section –A

Answer any FIVE Questions:

5 x 4 = 20 M

1. Relevance
2. Popularity
3. Google
4. Processing
5. Paginations
6. Off-page SEO
7. SEM
8. Advantages of SEM

Section - B

Answer any FIVE Questions:

5 x 8 = 40 M

9. a) Concepts of search engine optimization (SEO)?

OR

b) Discuss Website Architecture?

10. a) How search Engines work?

OR

b) Search Engine Mechanism?

11.a) Navigation Links vs Contextual Links?

OR

b) What are On-Page SEO influence factors?

12. a) What is Off-Page SEO, and its importance?

OR

b) Right and wrong ways to link ?

13. a) Meaning ,Definition and importance of SEM Strategy?

OR

b) Tools and techniques of SEM?

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
III BBA (DM) w.e.f.2022-23		
Subject	<u>DM 601 – Advanced SEO</u>	
VI– SEM	TIME: 21/2 Hours	Max marks : 60
QUESTION BANK		

UNIT-I

Short answer questions (SAQ)

- 1 what is the difference between organic paid results ?
2. Explain HDTML & XML sitemap?
3. What is On-Page Vs off-Page SEO?
4. What is difference between Domain Authority & Page Authority ?

Long Answer Question (LAQ)

1. What are meta tags? Name the important ones and their character limits.
2. How do you measure SEO success?
3. What is SEO? Why is SEO important for marketing?
4. What are the most important Google Ranking Factors?
5. Explain Digital Marketing? What are the types of Digital Marketing?
6. How to rank a website on Google?

UNIT-II

Short answer questions (SAQ)

1. Define web crawling?
2. What is Robots.txt?
3. What is domain name?
4. What is Google Penalty?

Long Answer Question (LAQ)

1. How a Search Engine Work? Explain its mechanism?
2. What is Google Search Console?
3. What is HTTPS/SSL update?
4. Explain some of the ways on the how we can improve a site's Core web vitals?
5. What are the components of a Search Engine?
6. What is White hat SEO & black hat SEO?

UNIT-III

Short answer questions (SAQ)

1. What is Local SEO?
2. What are long tail keywords?
3. How to decrease loading time of website?
4. Explain canonical issues. How can it be fixed?

Long Answer Question (LAQ)

1. Explain brief about the keyword research?
2. Explain Schema markup with 4 examples?
3. Describe ten important elements on improving the landing page quality?
4. Explain keyword proximity, keyword density, keyword stuffing, keyword stemming and keyword Prominence?
5. What is a keyword? What is the role of a keyword in SEO?
6. Why is Mobile SEO important? What factors are considered to increase the reach?

UNIT-IV

Short answer questions (SAQ)

1. What is Link building?
2. Difference between inbound link and an outbound link?

3. What are backlinks in SEO? Why are they important?
4. What is Link bait?

UNIT-IV

Long Answer Question (LAQ)

1. What is Off Page SEO? Why is it important?
2. What are internal links & Out bound links?
3. Name different techniques used in off page SEO. And their importance.
4. How will you determine if a link is a bad link?
5. What is Cross-linking? What is the function of Cross linking?
6. What is page speed and why is it important?

UNIT-V

Short answer questions (SAQ)

1. What are the important KPIs to measure success in SEM?
2. What is CTR? How to achieve good CTR in PPC?
3. Name some PPC (pay-per-click) tools available in market?
4. List five Google Ad Extensions?

UNIT-V

Long Answer Question (LAQ)

1. What is pay-per-click Advertising? Why is it important?
2. What are the advantages and dis-advantages of SEM?
3. Explain how Google Auction work?
4. Briefly describe about SEM keyword types?
5. How to track conversions in Google Ads?
6. What are negative keywords? Why are they important? How frequently we need to update the Negative keywords list?

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA							
DM 601	HTML & CSS			III BBA (DM) - V Sem			
Hours	75 (60 + 15)			L	T	P	C
Focus				4	1	-	4

Course Objective		
HTML and CSS go hand in hand for developing flexible, attractive, and user-friendly websites. HTML (Hyper Text Markup Language) is used to show content on the page whereas CSS is used for presenting the page. HTML describes the structure of a Website semantically along with presentation cues, making it a mark-up language, rather than a programming language.		
Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Student is able to design basic website through HTML	1, 2 and 3
CO2	Learner is able to present content more effectively	1, 2, 3, 4, 5 and 6

Syllabus		
Unit	Content	Hours
Unit I	HTML Introduction-History of HTML-What you need to do to get going and make your first HTML page-What are HTML Tags and Attributes- HTML Tag vs. Element-HTML Attributes:How to differentiate HTML Document Version-HTML-Basic Formatting Tags:HTML Basic Tags-HTML Formatting Tags-HTML Color Coding.	
Unit II	HTML-Grouping Using Div Span:Div and Span Tags for Grouping-HTML-Lists:Unordered Lists-Ordered Lists-Definition list-HTML-Images:Image and Image Mapping- HTML-Hyperlink:URL - Uniform Resource Locator-URL Encoding.	
Unit III	HTML-Table:<table> - <th> - <tr> - <td> - <caption> - <thead> - <tbody> - <tfoot>-<colgroup> -<col>; HTML-Iframe:Attributes Using- Iframe as the Target-HTML-Form: <input> - <textarea>- <button> - <select> -<label>-: HTML-Headers:: Title- Base- Link- Style s- Script- Meta-: HTML-Miscellaneous:HTML Meta Tag-XHTML-HTML Deprecate Tags & Attributes	
Unit IV	CSS Introduction:Benefits of CSS-CSS Versions History-CSS Syntax-External Style Sheet using <link>-Multiple Style Sheets-Value Lengths and Percentages-: CSS2-Syntax:CSS Syntax-single Style Sheets-Multiple Style Sheets-Value Lengths and Percentages.	
Unit V	CSS Selectors:ID Selectors-Class Selectors-Grouping Selectors-Universal Selector- Descendant / Child Selectors-Attribute Selectors-CSS – Pseudo Classes--Color Background Cursor:background-image- background-repeat-background-position-CSS Cursor.	

References	
Books and Resources	1.Thomas A.Powell- HTML & CSS: The Complete Reference, Fifth Edition-Tata Mc Graw Hill 2.Jon Duckett- HTML & CSS Design and Build Websites- Published by John Wiley & Sons, Inc. 10475 Crosspoint Boulevard Indianapolis, IN 46256 www.wiley.com.
Online Courses	

Additional Inputs	
Topics to be explored	<ul style="list-style-type: none">

Activities	
Measurable	<ul style="list-style-type: none"> Assignments Oral presentation Quiz programme
Group	<ul style="list-style-type: none"> Guest lectures

Mapping of Cos with POs/PSOs

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	P O 10	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	2	2	2	3	3	2	3	3	3	2	2	2
CO 2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
	NO	NO	NO

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
III BBA (DM) w.e.f.2022-23		
Subject	<u>HTML&CSS</u>	
VI- SEM	TIME: 21/2 Hours	Max marks : 60

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of Question	Marks allotted to each Question	Total marks
<u>1</u>	Section –A Short Questions	8	4	32	5	4	20
<u>2</u>	Section –B Essay Questions	10	8	80	5	8	40
Total Marks				112	Total Marks		60

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Short Questions 4 Marks	Essay Questions 8 Marks	Marks allotted to the chapter
Unit – I	1	2	20
Unit – II	2	2	24
Unit – III	2	2	24
Unit – IV	2	2	24
Unit – V	1	2	20
Total No.of.Questions	08	10	112

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
III BBA (DM) w.e.f.2022-23		
Subject	HTML & CSS	
VI- SEM	TIME: 2 1/2 Hours	Max marks : 60
MODEL QUESTION PAPER		

Time: 2 ½ Hrs.

Max.marks: 60M

Section –A

Answer any FIVE Questions:

5 x 4 = 20 M

1. What is an attribute?
2. Difference between HTML, Tag and Element
3. What is an URL
4. CSS syntax
5. What is multiple style sheet
6. Value Length
7. Attribute Selectors
8. CSS Cursor

SECTION-B

II. Answer the Following:

9 (a) Write the History of HTML?

OR

b. Explain in detail basic formatting tags with suitable example?

10 (a) Write a note on HTML Lists?

OR

b. Explain the process of image Mapping?

11(a) How to Design a table in HTML?

OR

b. Write a note on HTML Headers?

12(a) How to design a external style sheet <link> command?

OR

b. How to add the specific features like colors, positioning, or decorations using CSS Syntax?

13 (a) Explain the Types of selectors and how to use it?

OR

b. How to create a color background to page using CSS?

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
III BBA (DM) w.e.f.2022-23		
Subject	<u>DM 601 – HTML&CSS</u>	
VI– SEM	TIME: 21/2 Hours	Max marks : 60
QUESTION BANK		

UNIT - I

Short answer questions (SAQ)

1. What is HTML?
2. What is an Attribute?
3. What is an Element?
4. Write about body tag?

Essay Answer question

1. Write the History of HTML?
2. What is HTML and Explain about basic tags in HTML?
3. What is color-coding and give an example using it?
4. Explain with examples about
 - a. HTML
 - b. Attribute
 - c. Element
 - d. body
5. Explain in detail basic formatting tags with suitable example?
6. What is an attribute and explain its types?

UNIT- II

Short answer questions (SAQ)

1. What is ordered list?
2. What is the use of img tag?
3. What is Hyperlink?

4. What is unordered list?

Essay Answer question

1. Explain about URL?
2. Write a note on HTML lists?
3. Explain about div and span tags?
4. Explain the process of Image Mapping?
5. Explain about ordered and unordered list?
6. Explain briefly about image tag?

UNIT-III

Short answer questions (SAQ)

1. What is <tr>?
2. What is <button>?
3. What is XHTML?
4. What is header?

Essay Answer question

1. Explain briefly about table tag?
2. How to Design a table in HTML?
3. Write a note on HTML Headers?
4. Explain about html forms?
5. Explain about XHTML?
6. Explain about iframe in HTML?

UNIT-IV

Short answer questions (SAQ)

1. What are the versions of CSS?
2. What is CSS?

3. What is Value Length?
4. What are single style sheets?

Essay Answer question

1. Write the history of CSS?
2. Explain multiple style sheets?
3. How to add the specific features like colors, positioning, or decorations using CSS Syntax?
4. Design a web page using CSS?
5. How to design an external style sheet using <link> command?
6. What are single and multiple style sheets?

UNIT-V

Short answer questions (SAQ)

1. What is selector class?
2. What is an Attribute selector?
3. Write a short note on CSS Cursor?
4. What is child selector?

Essay Answer question

1. Explain about selector attributes?
2. Explain the types of selectors and how to use it?
3. Explain about cursors?
4. How to create a color Background to page using CSS?
5. Explain about Universal selectors?
6. Explain briefly about selectors?

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA						
DM 601	Product and Brand Management	III BBA (DM) - VI Sem 2022-23				
Hours	75 (60 + 15)	L	T	P	C	
Focus	Entrepreneurship	4	1	-	4	

Course Objective		
Understand and apply the product management and brand management process, techniques and brand equity development and design thinking in product management		
Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Understand and apply the process of Product Management and strategies, policies and decisions	1, 2 and 3
CO2	Understand and apply the new product development techniques and programs and craft products for varying needs	1, 2, 3, 4, 5 and 6
CO3	Understand the brand management process and the associated factors and apply in crafting a brand	1, 2, 3 and 4
CO4	Understand and apply the corporate branding tools and brand equity management	1, 2, 3 and 4
CO5	Understand and apply the process of Design Thinking in developing new products	1, 2, 3, 4, 5 and 6

Syllabus		
Unit	Content	Hours
Unit I	Product Management - An Introduction. Corporate Strategy and Product Policy Product Line Decisions Product Life Cycle and Marketing Strategies.	15%
Unit II	New Product Development and the Techniques of Idea Generation and Screening Concept, Development and Testing Test Marketing, Launching and Tracking New Product Programmes.	25%
Unit III	Organizing for New Products and Introduction to Brand Management and Crafting of Brand Elements, Consumer Brand Knowledge Brand Identity, Personality and Brand Associations	20%
Unit IV	Managing Brand Architecture and Brand Portfolios , Corporate Branding and Tools for Building Brand, Equity, Leveraging Brand Equity, Measurement of Brand Equity	20%
Unit V	Design thinking – Need – Process – Benefits – Challenges – Case study	20%
References		
Books and Resources	<ul style="list-style-type: none"> Brand Against the Machine: How to Build Your Brand, Cut Through the Marketing. Noise and Stand Out from the Competition by: John Michael Morgan, Marketing Management by Philip Kilter and Kevin Lane Keller 	

Online Courses	Course on Product and Brand Management https://onlinecourses.nptel.ac.in/noc22_mg82/preview
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Co-Curricular Activities	
A. Mandatory (<i>student training by teacher in related real time field skills: total 10 hours</i>):	
	a. For Teachers: Training of students by the teacher (using actual field material) in classroom and field for a total of not less than 10 hours on techniques in Product and Brand Management. b. Identification of PLC of products (Ref. unit-1) c. Idea generation techniques (ref. unit-2) d. Study of brands (ref. unit-3) e. Brand portfolios of companies (ref. Unit 4) f. Design thinking in companies- (ref.Unit.5)
	2. For Student: Each student has to visit at least one business organization and study product and branding strategies followed there. Each student has to observe the challenges the business is facing in product and brand management. They shall write their observations and submit a Fieldwork/Project work report, not exceeding 10 pages, to the teacher in the given format.
	3. Max marks for Fieldwork/Project work Report: 05
	4. Suggested Format for Fieldwork/Project work (not more than 10 pages): Title page, student details, Contents, objective, step-wise work done, findings, conclusions and acknowledgements.

Additional Inputs	
Topics to be explored	<ul style="list-style-type: none"> • Study of famous brands • SCAMPER technique • Review of brand management practices of any business • Review of brand portfolios of FMCG companies as an example • Application of design thinking in software context

Activities	
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Online games – Jeopardy, Crosswords and Word scramble • Presentations
Group	<ul style="list-style-type: none"> • Field visits to industry • Guest lectures • Interaction with industry professionals

Mapping of Cos with POs/PSOs

CO / P O	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	P O 10	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
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CO 3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
V	Design thinking – Need – Process – Benefits – Challenges – Case study	20%	New age thinking in product development

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
III BBA (DM) w.e.f.2022-23		
Subject	<u>DM 601 – PRODUCT AND BRAND MANAGEMENT</u>	
VI– SEM	TIME: 21/2 Hours	Max marks : 60

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of Question	Marks allotted to each Question	Total marks
<u>1</u>	Section –A Short Questions	8	4	32	5	4	20
<u>2</u>	Section –B Essay Questions	10	8	80	5	8	40
Total Marks				112	Total Marks		60

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Short Questions 4 Marks	Essay Questions 8 Marks	Marks allotted to the chapter
Unit – I	1	2	20

Unit – II	2	2	24
Unit – III	2	2	24
Unit – IV	2	2	24
Unit – V	1	2	20
Total No.of.Questions	08	10	112

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
III BBA (DM) w.e.f.2022-23		
Subject	DM 601 – PRODUCT AND BRAND MANAGEMENT	
VI– SEM	TIME: 2 1/2 Hours	Max marks : 60
MODEL QUESTION PAPER		

Time: 2 ½ Hrs.

Max.marks: 60M

Section –A

Answer any FIVE Questions:

5 x 4 = 20 M

1. Importance of product management
2. New product development
3. Testing
4. Branding
5. Organizing for new products
6. Brand architecture
7. Corporate branding
8. Need for design thinking

Section - B

Answer any FIVE Questions:

5 x 8 = 40 M

9(A) Define Product Management and explain its features

Or

9 (B) Describe the stages in Product Life Cycle

10 (A) Explain the stages in new product development

Or

10 (B) Apply the techniques of idea generation to craft a product

11 (A) Define Brand Management and describe its advantages

Or

11 (B) Discuss the process of crafting brand elements

12 (A) Explain the advantages of corporate branding

Or

12 (B) Illustrate the concept of brand portfolio with examples

13 (A) Explain the process of design thinking

Or

13 (B) Describe the need for design thinking

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
III BBA (DM) w.e.f.2022-23		
Subject	<u>DM 601 – PRODUCT AND BRAND MANAGEMENT</u>	
VI– SEM	TIME: 21/2 Hours	Max marks : 60
QUESTION BANK		

Unit I

Essay questions

1. Define Product Management and explain its features
2. Describe the stages in Product Life Cycle
3. Explain the product line decisions
4. Discuss the relationship of Corporate Strategy in product management

Short questions

1. Importance of product management
2. Product policy
3. Corporate strategy

4. Marketing strategy

Unit –II

Essay questions

1. Explain the stages in new product development
2. Apply the techniques of idea generation to craft a product
3. Explain the concept of Test Marketing
4. Discuss the elements in launching a new product program

Short questions

1. New product development
2. Testing
3. Idea screening
4. Tracking the new product launch

Unit III

Essay questions

1. Define Brand Management and describe its advantages
2. Discuss the process of crafting brand elements
3. Explain the brand association types
4. Illustrate the Consumer Brand knowledge with examples

Short questions

1. Branding
2. Organizing for new products
3. Brand identity
4. Brand personality

UNIT-IV

Essay questions

1. Explain the advantages of corporate branding
2. Illustrate the concept of brand portfolio with examples
3. Describe the tools for branding
4. Explain the process of measuring brand equity with an example

Short questions

1. Brand architecture
2. Corporate branding
3. Brand equity
4. Examples of Corporate brands

Unit V

Essay questions

1. Explain the process of design thinking
2. Describe the need for design thinking
3. Illustrate the challenges in design thinking with examples
4. Prepare a design thinking process for any product

Short questions

1. Need for design thinking
2. Benefits of design thinking
3. Process for designing
4. Process for innovation

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA							
DM 602	Sales Management			III BBA (DM) - VI Sem 2022-23			
Hours	75 (60 + 15)			L	T	P	C
Focus	Entrepreneurship			4	1	-	4

Course Objective						
Understand and apply the Sales Management process, functions, budgeting, controlling and sales force management in various contexts.						

Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Understand the sales management process, organizing and apply in general business	1, 2, 3 and 4
CO2	Understand and apply the sales skills and effectively manage the sale process in different situations	1, 2, 3, 4 and 5
CO3	Understand and prepare the sales budget and understand the sales control and apply the techniques	1, 2, 3 and 4
CO4	Understand the sales quotas and implement and evaluate quotas and apply the sales force staffing process	1, 2, 3, 4 and 5
CO5	Understand the sales force motivational factors and implement compensation programs and evaluate the same	1, 2, 3, 4 and 5

Syllabus		
Unit	Content	Hours
Unit I	Introduction to sales management: Meaning, Importance, sales organizations, qualities and responsibilities of sales manager. Types of sales organizations - Standard sales management process-international sales management	15%
Unit II	Selling skills & Selling strategies: Selling and business Styles, selling skills, situations, selling process, sales presentation, Handling customer objections, Follow-up action.	20%
Unit III	Sales Budgeting - Approaches and Techniques —The Budgeting Process —Methods of Sales Budgeting - Sales Control —Purpose of Sales Control—The Sales Control System —Nature of Control —Methods of Sales Control	20%
Unit IV	Management of Sales Territory & Sales Quota: Sales territory, meaning, size, designing sales quota, procedure for sales quota. Types of sales quota, Methods of setting quota. Recruitment and selection of sales force, Training of sales force.	20%
Unit V	Sales force motivation and compensation: Nature of motivation, Importance, Process and factors in the motivation, Compensation-Meaning, Types of compensation plans and evaluation of sales force by performance and appraisal process	25%

References	
Books and Resources	<ul style="list-style-type: none"> • Salesmanship Practices and Problems Paperback, by Bertrand R. Canfield • Selling & Sales Management 6th Edition by David Jobber • Sales Management Concepts Practices and Cases by Eugene M • Sales force Management by Still, Cundiff & Govoni
Online Courses	<p>Course on Sales Operations and Management</p> <p>https://www.coursera.org/specializations/sales-operations#courses</p> <p>Course on Strategic Sales Management</p> <p>https://onlinecourses.nptel.ac.in/noc22_mg107/preview</p>

Co-Curricular Activities	
A. Mandatory <i>(student training by teacher in related real time field skills: total 10 hours):</i>	
	<ol style="list-style-type: none"> For Teachers: Training of students by the teacher (using actual field material) in classroom and field for a total of not less than 10 hours on techniques in Sales Management. Identification of sales practices of eCommerce operators (Ref. unit-1) Selling skills write-ups (ref. unit-2) Sales budgets analysis (ref. unit-3) Sales territory study (ref. unit-4) Survey of motivational factors (ref. Unit 5)
	<ol style="list-style-type: none"> For Student: Each student has to visit at least one business organization and study sales management practices followed there. Each student has to observe the trends in the business in sales management in the light of technology disruptions. They shall write their observations and submit a Fieldwork/Project work report, not exceeding 10 pages, to the teacher in the given format.
	<ol style="list-style-type: none"> Max marks for Fieldwork/Project work Report: 05
	<ol style="list-style-type: none"> Suggested Format for Fieldwork/Project work (not more than 10 pages): Title page, student details, Contents, objective, step-wise work done, findings, conclusions and acknowledgements.

Additional Inputs	
Topics to be explored	<ul style="list-style-type: none"> • Sales practices of online marketers • Selling skills interviews • Study of sales budgets (models and examples of FMCG companies) • Sales control practices in India • Sales force compensation patterns in FMCG companies

Activities	
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Online games – Jeopardy, Crosswords and Word scramble • Presentations
Group	<ul style="list-style-type: none"> • Surveys • Field visits to industry • Guest lectures • Interaction with industry professionals

Mapping of Cos with POs/PSOs

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	2	3	2	3	3	2	2	3	3	2	2	2
CO 2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2
CO 4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
III	Sales Budgeting - Approaches and Techniques —The Budgeting Process — Methods of Sales Budgeting - Sales Control —Purpose of Sales Control—The Sales Control System —Nature of Control —Methods of Sales Control	20%	Planning and control of sales process is an important function

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
III BBA (DM) w.e.f.2022-23		
Subject	DM 602 – SALES MANAGEMENT	
VI– SEM	TIME: 21/2 Hours	Max marks : 60

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of Question	Marks allotted to each Question	Total marks
1	Section –A Short Questions	8	4	32	5	4	20
2	Section –B Essay Questions	10	8	80	5	8	40
Total Marks				112	Total Marks		60

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Short Questions 4 Marks	Essay Questions 8 Marks	Marks allotted to the chapter
Unit - I	1	2	20
Unit – II	2	2	24
Unit – III	2	2	24
Unit - IV	1	2	20
Unit - V	2	2	24
Total No.of.Questions	08	10	112

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
III BBA (DM) w.e.f.2022-23		
Subject	DM 602 – SALES MANAGEMENT	
VI– SEM	TIME: 21/2 Hours	Max marks : 60
MODEL QUESTION PAPER		

Time: 2 ½ Hrs.

Max.marks: 60M

Section –A

Answer any FIVE Questions:

5 x 4 = 20 M

1. Sales organization
2. Selling style
3. Selling strategy
4. Sales budget
5. Sales control
6. Sales territory
7. Motivation
8. Compensation

Section - B

Answer any FIVE Questions:

5 x 8 = 40 M

9 (A) Define Sales Management and explain its importance

Or

9 (B) Describe the responsibilities of a sales manager

10 (A) Explain the selling styles

Or

10 (B) Describe the selling skills required for an executive

11 (A) Explain the methods of sales budgeting

Or

11 (B) Describe the methods of sales control

12 (A) Explain the process of designing a sales quota with an example

Or

12 (B) Illustrate the sales quota setting process

13 (A) Discuss the factors in motivating the sales force

Or

13 (B) Explain the process of sales force motivation with examples

III BBA (DM) w.e.f.2022-23		
Subject	DM 602 – SALES MANAGEMENT	
VI– SEM	TIME: 21/2 Hours	Max marks : 60
QUESTION BANK		

Unit I

Essay questions

1. Define Sales Management and explain its importance
2. Describe the responsibilities of a sales manager
3. Explain the types of sales organizations
4. Illustrate the standard sales management process with example

Short questions

1. Sales organization
2. Personal selling
3. International sales management
4. Qualities of a sales manager

Unit –II

Essay questions

1. Explain the selling styles
2. Describe the selling skills required for an executive
3. Analyzing and handling of customer objections
4. Prepare a workflow for smooth handling of sales process

Short questions

1. Selling style
2. Selling strategy
3. Sales presentation
4. Follow-up action

Unit III

Essay questions

1. Explain the methods of sales budgeting
2. Describe the methods of sales control
3. Prepare a process flow for sales budgeting
4. Discuss the purpose of sales control

Short questions

1. Sales budget
2. Sales control
3. Purpose of sales control
4. Sales budgeting approach

Unit IV

Essay questions

1. Explain the process of designing a sales quota with an example
2. Illustrate the sales quota setting process
3. Discuss the methods of sales quota setting
4. Analyze the issues involved in selection of sales force

Short questions

1. Sales territory
2. Sales quota
3. Recruitment of sales force
4. Training of sales force

UNIT-V

Essay questions

1. Discuss the factors in motivating the sales force
2. Explain the process of sales force motivation with examples
3. Describe the types of compensation plans
4. Illustrate the performance appraisal process for sales force

Short questions

1. Motivation
2. Importance of motivation
3. Compensation
4. Appraisal process

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA					
DM 601	Advanced SEO	III BBA (DM) - V Sem			
Hours	75 (60 + 15)	L	T	P	C
Focus		4	1	-	4

Course Objective		
With millions of people performing millions of searches each day to find content on the internet it makes sense that marketers want their products to be found by potential consumers. Search engines use closely guarded algorithms to determine the results that are displayed.		
Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Learn what search engine optimization (SEO) is and how a web site needs to be structured.	1, 2 and 3
CO2	Appreciate the constructs of search engine- friendly Web sites.	1, 2, 3, 4, 5 and 6

Syllabus		
Unit	Content	Hours
Unit I	SEO Introduction - Concepts of search engine optimization (SEO)- Dynamicpages-Importance,Relevance,Popularity,Trust,Authority,what isWebsite?WhatisDomainName,TypesofDomains,Domainsuggestions,Pre premium/Domains,RegisteraDomainName,WebHostingConcepts, Domain/HostingBusinessTypes of Websites, HTML, CSS and Java Script,Websitearchitecture,Static pages.	
Unit II	How Search Engines Work, Major Search Engines, Components of Search Engines, MajorSearch Engines: Google, Yahoo, Bing, Google Results,SearchEngineMechanism,SearchEngine,Crawling,Robots.txt,Site maps,Storing, ProcessingandIndexing,Ranking,	
Unit III	On-page SEO, importance, influence factors, Optimizing Web Page, WebsiteOptimization,title,descriptionandkeywordtags,headertags,AnchorText,NavigationLinks,Contextuallinks,Canonical URLs, Page Nations, keyword research, meta tag optimization, SEO content optimization.	
Unit IV	Off-page SEO, importance, influence factors, Right and wrong ways to link,Reciprocal links, Three-way links, purchased links, Link networks, Redirected links, Link bait, Trust rank and worthlesslinks	
Unit V	SEM Strategy:What is SEM Strategy-Meaning and Definition of SEM-ImportanceofSEM-AdvantagesandDis- advantagesofSEMSettingupSEMSettingupSEMstrategy- AnalyzingtheEfficiencyof SEM Strategy-Digitalpromotion-Tools and	

	techniques	
References		
Books and Resources	1. Search Engine Optimization: your visual Blueprint for effective. 2. Internet marketing,3 Edition (MISL –Wiley) –KristopherBJones. 3. Search Engine Optimization: AnHoura Day- Jeenipegrappone,Gradiva cousin	
Online Courses		

Additional Inputs	
Topics to be explored	<ul style="list-style-type: none">

Activities	
Measurable	<ul style="list-style-type: none"> Assignments Oral presentation Quiz programme
Group	<ul style="list-style-type: none"> Guest lectures

Mapping of Cos with POs/PSOs

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	P O 10	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	2	2	2	3	3	2	3	3	3	2	2	2
CO 2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
	NO	NO	NO

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA			
III BBA (DM) w.e.f.2022-23			
Subject	<u>Advanced SEO</u>		
VI- SEM	TIME: 21/2 Hours	Max marks : 60	

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of .Questions	Marks allotted to each Question	Total marks	No. of. Question	Marks allotted to each Question	Total marks
<u>1</u>	Section –A Short Questions	8	4	32	5	4	20
<u>2</u>	Section –B Essay Questions	10	8	80	5	8	40
Total Marks				112	Total Marks		60

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Short Questions 4 Marks	Essay Questions 8 Marks	Marks allotted to the chapter
Unit – I	1	2	20
Unit – II	2	2	24
Unit – III	2	2	24
Unit – IV	2	2	24
Unit – V	1	2	20

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA			
III BBA (DM) w.e.f.2022-23			
Subject	Advanced SEO		
VI– SEM	TIME: 21/2 Hours	Max marks : 60	
MODEL QUESTION PAPER			
Total No.of.Questions	08	10	112

Time: 2 ½ Hrs.

Max.marks: 60M

Section –A

Answer any FIVE Questions:

5 x 4 = 20 M

1. Relevance
2. Popularity
3. Google
4. Processing
5. Paginations
6. Off-page SEO
7. SEM
8. Advantages of SEM

Section - B

Answer any FIVE Questions:

5 x 8 = 40 M

9. a) Concepts of search engine optimization (SEO)?

OR

- b) Discuss Website Architecture?

10. a) How search Engines work?

OR

b) Search Engine Mechanism?

11.a) Navigation Links vs Contextual Links?

OR

b) What are On-Page SEO influence factors?

12. a) What is Off-Page SEO, and its importance?

OR

b) Right and wrong ways to link ?

13. a) Meaning ,Definition and importance of SEM Strategy?

OR

b) Tools and techniques of SEM?

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
III BBA (DM) w.e.f.2022-23		
Subject	<u>DM 601 – Advanced SEO</u>	
VI– SEM	TIME: 21/2 Hours	Max marks : 60
QUESTION BANK		

UNIT-I

Short answer questions (SAQ)

- 1 what is the difference between organic paid results ?
2. Explain HDTML & XML sitemap?
3. What is On-Page Vs off-Page SEO?

Long Answer Question (LAQ)

1. What are meta tags? Name the important ones and their character limits.
2. How do you measure SEO success?
3. What is SEO? Why is SEO important for marketing?
4. What are the most important Google Ranking Factors?

UNIT-II

Short answer questions (SAQ)

1. Define web crawling?
2. What is Robots.txt?
3. What is domain name?

Long Answer Question (LAQ)

1. How a Search Engine Work? Explain its mechanism?
2. What is Google Search Console?
3. What is HTTPS/SSL update?
4. Explain some of the ways on the how we can improve a site's Core web vitals?

UNIT-III

Short answer questions (SAQ)

1. What is Local SEO?
2. What are long tail keywords?
3. How to decrease loading time of website?

Long Answer Question (LAQ)

1. Explain brief about the keyword research?
2. Explain Schema markup with 4 examples?
3. Describe ten important elements on improving the landing page quality?
4. Explain keyword proximity, keyword density, keyword stuffing, keyword stemming and keyword Prominence?

UNIT-IV

Short answer questions (SAQ)

1. What is Link building?
2. Difference between inbound link and an outbound link?
3. What are backlinks in SEO? Why are they important?

UNIT-IV

Long Answer Question (LAQ)

1. What is Off Page SEO? Why is it important?
2. What are internal links & Out bound links?
3. Name different techniques used in off page SEO. And their importance.
4. How will you determine if a link is a bad link?

UNIT-V

Short answer questions (SAQ)

1. What are the important KPIs to measure success in SEM?
2. What is CRT? How to achieve good CTR in PPC?
3. Name some PPC (pay-per-click) tools available in market?

UNIT-V

Long Answer Question (LAQ)

1. What is pay-per-click Advertising? Why is it important?
2. What are the advantages and dis-advantages of SEM?
3. Explain how Google Auction work?
4. Briefly describe about SEM keyword types?

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA					
DM 601	HTML & CSS	III BBA (DM) - V Sem			
Hours	75 (60 + 15)	L	T	P	C
Focus		4	1	-	4

Course Objective		
HTML and CSS go hand in hand for developing flexible, attractive, and user-friendly websites. HTML (Hyper Text Markup Language) is used to show content on the page whereas CSS is used for presenting the page. HTML describes the structure of a Website semantically along with presentation cues, making it a mark-up language, rather than a programming language.		
Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Student is able to design basic website through HTML	1, 2 and 3
CO2	Learner is able to present content more effectively	1, 2, 3, 4, 5 and 6
Syllabus		
Unit	Content	Hours
Unit I	HTML Introduction-History of HTML-What you need to do to get going and make your first HTML page-What are HTML Tags and Attributes- HTML Tag vs. Element-HTML Attributes:How to differentiate HTML Document Version-HTML-Basic Formatting Tags:HTML Basic Tags-HTML Formatting Tags-HTML Color Coding.	
Unit II	HTML-Grouping Using DivSpan:Div and Span Tags for Grouping-HTML-Lists:Unordered Lists-Ordered Lists-Definition list-HTML-Images:Image and Image Mapping- HTML-Hyperlink:URL - Uniform Resource Locator-URL Encoding.	
Unit III	HTML-Table:<table> - <th> - <tr> - <td> - <caption> - <thead> - <tbody> - <tfoot>-<colgroup> -<col>: HTML-Iframe:Attributes Using- Iframe as the Target-HTML-Form: <input> - <textarea>- <button> - <select> -<label>-: HTML-Headers:: Title- Base- Link- Style s- Script- Meta-: HTML-Miscellaneous:HTML Meta Tag-XHTML-HTML Deprecated Tags & Attributes	
Unit IV	CSS Introduction:Benefits of CSS-CSS Versions History-CSS Syntax-External Style Sheet using <link>-Multiple Style Sheets-Value Lengths and Percentages-: CSS2-Syntax:CSS Syntax-single Style Sheets-Multiple Style Sheets-Value Lengths and Percentages.	
Unit V	CSS Selectors:ID Selectors-Class Selectors-Grouping Selectors-Universal Selector- Descendant / Child Selectors-Attribute Selectors-CSS – Pseudo Classes--Color Background Cursor:background-image- background-repeat-background-position-CSS Cursor.	
References		

Books and Resources	1.Thomas A.Powell- HTML & CSS: The Complete Reference, Fifth Edition-Tata Mc Graw Hill 2.Jon Ducket- HTML & CSS Design and Build Websites- Published by John Wiley & Sons, Inc. 10475 Crosspoint Boulevard Indianapolis, IN 46256 www.wiley.com.
Online Courses	

Additional Inputs	
Topics to be explored	<ul style="list-style-type: none">

Activities	
Measurable	<ul style="list-style-type: none"> Assignments Oral presentation Quiz programme
Group	<ul style="list-style-type: none"> Guest lectures

Mapping of Cos with POs/PSOs

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	P O 10	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	2	2	2	3	3	2	3	3	3	2	2	2
CO 2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
	NO	NO	NO

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA			
III BBA (DM) w.e.f.2022-23			
Subject	<u>HTML&CSS</u>		
VI- SEM	TIME: 21/2 Hours	Max marks : 60	

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of .Questions	Marks allotted to each Question	Total marks	No. of Question	Marks allotted to each Question	Total marks
<u>1</u>	Section –A Short Questions	8	4	32	5	4	20
<u>2</u>	Section –B Essay Questions	10	8	80	5	8	40
Total Marks				112	Total Marks		60

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Short Questions 4 Marks	Essay Questions 8 Marks	Marks allotted to the chapter
Unit – I	1	2	20
Unit – II	2	2	24
Unit – III	2	2	24
Unit – IV	2	2	24
Unit – V	1	2	20

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA			
III BBA (DM) w.e.f.2022-23			
Subject	HTML & CSS		
VI– SEM	TIME: 21/2 Hours	Max marks : 60	
MODEL QUESTION PAPER			
Total No.of.Questions	08	10	112

Time: 2 ½ Hrs.

Max.marks: 60M

Section –A

Answer any FIVE Questions:

5 x 4 = 20 M

1. What is an attribute?
2. Difference between HTML, Tag and Element
3. What is an URL
4. CSS syntax
5. What is multiple style sheet
6. Value Length
7. Attribute Selectors
8. CSS Cursor

SECTION-B

II. Answer the Following:

9 (a) Write the History of HTML?

OR

b. Explain in detail basic formatting tags with suitable example?

10 (a) Write a note on HTML Lists?

OR

b. Explain the process of image Mapping?

11(a) How to Design a table in HTML?

OR

b. Write a note on HTML Headers?

12(a) How to design a external style sheet <link> command?

OR

b. How to add the specific features like colors, positioning, or decorations using CSS Syntax?

13 (a) Explain the Types of selectors and how to use it?

OR

b. How to create a color background to page using CSS?

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
III BBA (DM) w.e.f.2022-23		
Subject	<u>DM 601 – HTML&CSS</u>	
VI– SEM	TIME: 21/2 Hours	Max marks : 60
QUESTION BANK		

UNIT - I

Short answer questions (SAQ)

1. What is HTML?
2. What is an Attribute?
3. What is an Element?

Essay Answer question

1. Write the History of HTML?
2. What is HTML and Explain about basic tags in HTML?
3. What is color-coding and give an example using it?
4. Explain with examples about
 - a. HTML
 - b. Attribute
 - c. Element
 - d. body

UNIT- II

Short answer questions (SAQ)

1. What is ordered list?
2. What is the use of img tag?
3. What is Hyperlink?

Essay Answer question

1. Explain about URL?
2. Write a note on HTML lists?
3. Explain about div and span tags?
4. Explain the process of Image Mapping?

UNIT-III**Short answer questions (SAQ)**

1. What is <tr>?
2. What is <button>?
3. What is XHTML?

Essay Answer question

1. Explain briefly about table tag?
2. How to Design a table in HTML?
3. Write a note on HTML Headers?
4. Explain about html forms?

UNIT-IV**Short answer questions (SAQ)**

1. What are the versions of CSS?
2. What is CSS?
3. What is Value Length?

Essay Answer question

1. Write the history of CSS?
2. Explain multiple style sheets?
3. How to add the specific features like colors, positioning, or decorations using CSS Syntax?
4. Design a web page using CSS?

UNIT-V

Short answer questions (SAQ)

1. What is selector class?
2. What is an Attribute selector?
3. Write a short note on CSS Cursor?

Essay Answer question

1. Explain about selector attributes?
2. Explain the types of selectors and how to use it?
3. Explain about cursors?
4. How to create a color Background to page using CSS?

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA					
DM 601	Web design & Planning	III BBA (DM) - V Sem			
Hours	75 (60 + 15)	L	T	P	C
Focus		4	1	-	4

Course Objective		
Participant is able to learn how to start Start blogging regularly and Drive more traffic from audience to website and Decrease your site's bounce rate and Raise your conversion rate.		
Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Certainty and Efficiency in website designing	1, 2 and 3
CO2	. Enhanced end user experience so that achieve maximum returns.	1, 2, 3, 4, 5 and 6

Syllabus		
Unit	Content	Hours
Unit I	Website: What is the Website-What is www-What are the different types of websites?- Web page Vs. website-Difference between blog Vs. website-Components of the website-Purpose of creating websites-	
Unit II	Building a Web Page: How to build a web page-Web design Vs. web development- What makes a website user-friendly-Dynamic Vs. Static website-What are responsive websites- Build your own portfolio website	
Unit III	Domain Registration: What is domain & subdomain name-Parts of domain name- How to choose a domain name-What is the Protocol-What is IP address	
Unit IV	Hosting: What is web hosting-What is Uptime-Types of Web Hosting-How to buy domain and hosting-Costs of a domain name-Buying and managing domains-Importance of server security-What is SSL certification-When your site goes down what will happen-What is the page authority and domain authority	
Unit V	What is Internet- Understanding domain names & domain extensions - Different types of websites -Based on functionality -Based on purpose - Planning &Conceptualising a Website - Booking a domain name & web hosting -Adding domain name to web Server -Adding webpages & content -Adding Plugins -Building website using CMS in Class - Identifying objective of website -Deciding on number of pages required -	

	Planning for engagement options Landing Pages & Optimization - Creating blueprint of every webpage -Best & Worst Examples	
References		
Books and Resources	1. The principles of beautiful web design: by Jason Beaird and James George,8 july 2014,Publisher:Site Point 2. Learning web design:Abeginners guide,5th edition,by Jennifer NiederstRobbinns	
Online Courses		

Additional Inputs	
Topics to be explored	<ul style="list-style-type: none">

Activities	
Measurable	<ul style="list-style-type: none"> Assignments Oral presentation Quiz programme
Group	<ul style="list-style-type: none"> Guest lectures

Mapping of Cos with POs/PSOs

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	P O 10	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	2	2	2	3	3	2	3	3	3	2	2	2
CO 2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
III BBA (DM) w.e.f.2022-23		
Subject	<u>Advanced SEO</u>	
VI- SEM	TIME: 2 1/2 Hours	Max marks : 60

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	Type Of Question	To be given in the Question Paper			To be answered		
		No. of Questions	Marks allotted to each Question	Total marks	No. of Question	Marks allotted to each Question	Total marks
<u>1</u>	Section –A Short Questions	8	4	32	5	4	20
<u>2</u>	Section –B Essay Questions	10	8	80	5	8	40
Total Marks				112	Total Marks		60

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Short Questions 4 Marks	Essay Questions 8 Marks	Marks allotted to the chapter
Unit – I	1	2	20
Unit – II	2	2	24
Unit – III	2	2	24
Unit – IV	2	2	24
Unit – V	1	2	20
Total No.of.Questions	08	10	112

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
III BBA (DM) w.e.f.2022-23		
Subject	Advanced SEO	
VI– SEM	TIME: 2 1/2 Hours	Max marks : 60
MODEL QUESTION PAPER		

Time: 2 ½ Hrs.

Max.marks: 60M

Section –A

Answer any FIVE Questions:

5 x 4 = 20 M

1. 1. What is a website?
2. Difference between blog and website?
3. What makes a website User –friendly ?
4. What do you mean by dynamic website?
5. What is Domain?
6. What is protocol?
7. What is web hosting?
8. Domain Extension?

SECTION-B

II. Answer the following questions

- 9 a. What are the different types of website?

OR

- b. Explain the components of website?

- 10 a. Write the steps involved in building a webpage?

OR

- b. Write the steps involved in building a webpage?

11 a. Write a note on parts of domain name?

OR

b. What is a web protocol and explain the difference between HTTP and HTTPS?

12 a. Explain the types of webhosting?

OR

b. Explain the importance of server security?

13 a. How to add domain name to web server?

OR

b. Explain the different types of websites?

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
III BBA (DM) w.e.f.2022-23		
Subject	<u>DM 601 – Web design and Planning</u>	
VI– SEM	TIME: 21/2 Hours	Max marks : 60
QUESTION BANK		

UNIT - I

Short answer questions (SAQ)

1. World Wide Web.
2. Difference between WWW and internet.
3. What is Website?

Long Answer Question (LAQ)

1. What is Website ? Explain different types of websites?
2. Write a brief note on the difference between web page and Website.
3. What is blog? Write the difference between blog and website .
4. Explain the various components of websites .

UNIT- II

Short answer questions (SAQ)

1. Web Development.
2. Static website.
3. Web Designer.

Long Answer Question (LAQ)

1. Explain the steps involved in building a web page.
2. Explain the difference between web designer and web developer.
3. What is a user-friendly website? Mention the requirement for making a website user friendly.

4. Explain the differences between dynamic and static websites.

UNIT-III

Short answer questions (SAQ)

1. DNS.
2. Subdomain.
3. Protocol.

Long Answer Question (LAQ)

1. What is Domain name? Explain Different types of Domains.
2. Write a brief note on part of Domains.
3. What is Sub domain and explain how to create sub domain
4. What is internet protocol? What are the different types of protocols

UNIT-IV

Short answer questions (SAQ)

1. Web Hosting
2. Uptime
3. Page authority

Long Answer Question (LAQ)

1. What is Hosting? Explain different types of web hosting services
2. Explain how to buy a Domain name and Web hosting
3. What is server security? Explain why server security is important
4. What is SSL Certificate? Why do a website need SSL certificate?

UNIT-V

Short answer questions (SAQ)

1. What is Internet

2. Domain Extension

3. Content management system

Long Answer Question (LAQ)

1. What is Hosting ? Explain Different types of Web Hosting services

2. Explain how to book a domain name & web server

3. How to add domain name to web server

4. Explain how to build a website using CMS

DM 601	WEB ANALYTICS	III BBA (DM) - V Sem			
Hours	75 (60 + 15)	L	T	P	C
Focus		4	1	-	4
Course Objective					
Web analytics course covers the basic concepts of digital Analytics and drives student into learning digital analytics from both a managerial and technical perspective.					
Course Outcomes and mapping with Blooms taxonomy					
Outcome	Description	Level			
CO1	Read and understand in a proper way the main key	1, 2 and 3			
CO2	Manage web and social analytics principles to drive marketing campaign or strategies	1, 2, 3, 4, 5 and 6			

Syllabus		
Unit	Content	Hours
Unit I	UNIT-I: Getting started with Web Analytics - The digital media: owned, earned and paid media - Web Analytics platforms overview - Getting started with digital analytics - Main KPIs about digital analytics - Sessions - Number of visitors - Time on Site - Time on Page - Bounce Rate - Understanding and using Google Analytics data - Collecting actionable data with Google Analytics - Navigating Google Analytics reports - Navigating Conversions reports	
Unit II	UNIT-II: Introduction to Ecommerce Analysis & App Analytics - Understanding Customers - Understanding Shopping Behavior - Introduction to Mobile App Analytics - Attracting New Users - Measuring behavior	
Unit III	UNIT-III: Google Tag Manager Fundamentals & Social Analytics - Starting out with Google Tag Manager - Setting up Google Tag Manager - Collecting data using the Data Layer, variables, and events - Using additional tags for marketing and remarketing - Facebook Analytics - Twitter Insights	
Unit IV	UNIT-IV: Traffic sources- Direct, referring, and search traffic-Campaigns-AdWords, Ad sense Content- Pages and Landing Pages-Event Tracking and AdSense -Site Search Visitors- Unique visitors-Geographic and	

	language information-Technical reports Benchmarking, Actionable insights and the big picture Recap of Google Analytics reports and tools-Finding actionable insights-Getting the organization involved-Creating a data-driven culture- Resources	
Unit V	UNIT-V: Social Analytics & User Generated Contents - Definition of User Generated Contents -Getting started with Web Listening - Main KPIs about web listening - Main web listening platforms - Free tools for web listening analysis	
References		
Books and Resources	<ol style="list-style-type: none">1. Web Analytics Strategies for Information Professionals (English, Paperback, Farney Tabatha)2. Web Analytics Action Hero: Using Analysis to Gain Insight and Optimize Your Business: Brent Dykes3. Complete Web Monitoring: Alistair Croll and Sean Power	
Online Courses		
Additional Inputs		
Topics to be explored	<ul style="list-style-type: none">•	
Activities		
Measurable	<ul style="list-style-type: none">• Assignments• Oral presentation• Quiz programme	
Group	<ul style="list-style-type: none">• Guest lectures	

Mapping of Cos with POs/PSOs

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CO 3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
	NO	NO	NO

VI- SEM	TIME: 21/2 Hours	Max marks : 60
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BLUE PRINT FOR THE QUESTION PAPER SETTING

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P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
III BBA (DM) w.e.f.2022-23		
Subject	Web Analytics	
VI– SEM	TIME: 2 1/2 Hours	Max marks : 60
MODEL QUESTION PAPER		

Time: 2 ½ Hrs.

Max.marks: 60M

SECTION-A

I .Answer any FOUR of the Following:

1. What is Web Analytics
2. Sessions
3. E-Commerce Analysis
4. Measuring Behavior
5. Tag Manager
6. Referring
7. User Generated Content
8. What is KPI?

SECTION-B

II. Answer the Following:

9. a) What is Web Analytics and its Importance to Business?

OR

- b) Understand in Gand using Google Analytics Data?

10. a) App Analytics?

OR

- b) Mobile App Analytics?

11. a) Setting Up Google Tag Manager?

OR

- b)Face book Analytics?

12. a) Ad-Word vs Ad sense?

OR

b) Geographic and language information?

13. a) Definition of user Generated Contents?

OR

b) Free tools for web listening analysis?

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
III BBA (DM) w.e.f.2022-23		
Subject	Web Analytics	
VI- SEM	TIME: 21/2 Hours	Max marks : 60
QUESTION BANK		

UNIT-I

Short answer questions (SAQ)

1. What is Bounce Rate? How to reduce the bounce rate of a website?
2. Explain clicks vs visits in GA?
3. What is the difference between return visitors and repeat visitors?

Long Answer Questions (LAQ)

1. Difference between session & page view in GA?
2. What is Google analytics and why is it used? What are its benefits
3. Explain the mechanism of web analytics ?
4. What do you understand by the terms –organization, property, views, and account in Google analytics?

UNIT-II

Short answer questions (SAQ)

- 1.What do you understand by cookies in Google analytics?
2. What are dimensions and metrics in Google Analytics?
- 3.What is event tracking ,and why is it used for? What are the 3 main elements of events tracking ?

Long Answer Questions (LAQ)

- 1.What is meant by conversions and how will you track conversions through GA?
2. Explain Goals & Funnels in Google Analytics?
- 3.Explain UTM parameters in GA?
4. What is audience ,Acquisition , Behavior & E commerce Reporting in Google?

UNIT-III

Short answer questions (SAQ)

- 1.What are the top channels that Google Analytics uses to track a websites traffic sources?
2. How can I test if Google tag manager is working?
3. What is Data Layer?

Long Answer Questions (LAQ)

- 1.What is Google tag manager ?What are it benefits?
2. Explain tags, triggers &Variables in GTM?
- 3.What is event tracking ? What interactions can I track with GTM?
4. How is Google Tag manager Different from Google Analytics?

UNIT-IV

Short answer questions (SAQ)

1. What are the factors that affect landing page quality?
2. What do you mean by Ad rank?
3. Explain Google Quality Score?

Long Answer Questions (LAQ)

- 1.Explain Google Ad words/Ads? How does it work? What kind of ads can be run using this platform?
2. What are the different types of automatic bidding strategies?
- 3.What are the reasons behind using Google Ad words /Ads?
4. Define Google AdSense? What is its Mechanism?

UNIT-V**Short answer questions (SAQ)**

1. Name few Social Analytics tools available ?
2. What is web listening ? provide few names of the tools available along with KPLs?
- 3.Mention some tools that Social media manager wants to consider?

Long Answer Questions (LAQ)

- 1.What is social media? What are its benefits?
- 2 Explain how would you assess the social media presence of a company?
3. How should a company measure social media marketing success?
- 4.What is User-Generated content? And why is it important?