

PITHAPUR RAJAH'S GOVERNMENT COLLEGE - KAKINADA

An outcome based Autonomous institution
Reaccredited with 'A' Grade by NAAC : ISO 9001: 2015 certified Institution
(Affiliated to Adikavi Nannaya University)



UG Single Major program

BBA – (Digital Marketing)

with

Taxation (Minor)



BOARD OF STUDIES - 2024-25

**DEPARTMENT OF COMMERCE & MANAGEMENT
STUDIES**

Profile of the Department

The Commerce Department was established in the year 1956 under the aegis of Sri EV Narasimha Murthy and followed by big names in the academia such as Sri R Krishna Murthy and currently headed by Dr K Lakshmana Rao . it is the single largest individual department in the college with 670 students and 5 programs. The department initially offered general UG program in Commerce (B COM) in both Telugu and English media and expanded to offer other Commerce UG programs in combination with interdisciplinary subjects such as B COM CA in 2012 and B COM CECS in 2013. The Department had started PG program in Commerce (M COM) in the year 2014 with Accounting and Taxation specialization. The department entered in management education by starting a UG program in management (BBA – Digital Marketing) in 2020 thus making it a truly interdisciplinary department.

To reflect this diversity in the courses offered by the department ,the name of the department was changed as Department of Commerce and Management Studies. The students of the Department have brought laurels in the fields of Accounting, Management, Taxation, Public Services, Sports and Creative Arts. The alumni comprise of several eminent personalities. The Department had also produced considerable number of Chartered Accountants as well as Company Secretaries.

The Department is currently served by 13 dedicated and qualified faculty members. Five Doctorates and six members qualified in UGC-NET/SET and six dual PG holders. The department is recognized as a Research Centre of Adikavi Nannaya University, Rajahmundry in the subject of Commerce. The faculty members have to their credit more than 80 research articles published in various referred National and International journals and more than 5 published text books. The faculty members keep abreast to the emerging changes by attending faculty development programs, refresher courses, both online and offline.

Faculty design the curriculum and transact the curriculum in a well-planned manner using a range of suitable methods of learning. In addition to that Workshops and Seminars are being organized at National and International levels. Projects and internships also form an integral part of the curriculum. The students comprise of more than 70% from Socially and Economically challenged groups and more than 45% are women. Thus, making it a truly diversified students community. The Department has been aiding these groups and upholding the pillars of universal education viz. Equity, Access and Quality.

Unique Features:

- Two Alumni are the faculty members.
- Five Doctorates as faculty members.
- Seven M.Phil holders in the Department.
- Six dual PG(MBA) holders in the Department.
- Six NET/SET qualified faculty in the Department.

Combinations-Courses offered:

B.Com Single Major Programs

- B.Com (General)
- B.Com (Tax Practice and Procedures)
- B.Com (Computer Application)
- BBA (Digital Marketing)
- B.Com (Logistics) New Course

CBCS Programs

- B.Com (RCCS)(TM & EM)
- B.Com (Computer Application) (Specialization program)
- B.Com (CECS) (Interdisciplinary program)
- BBA (Digital Marketing) (Specialization program)
- BBA (Health Care Management)
- B.Com (Honors)

PG Program:

The department currently offering PG program in Commerce i.e. M.Com. (Taxation) since 2012 – 13. Currently the PG program of the college also got the autonomous status.

Certificate Courses:

- Certificate in Mutual Funds
- Certificate in Securities Operations
- Personality Development

Life Skill Courses and Skill Development Courses Offered

- Entrepreneurship
- Insurance promotions
- Agriculture Marketing
- Logistics and Supply Chain Management
- Retailing

These Courses are open to students of all Commerce students. The Department previously offered the foundation course of Entrepreneurship to all the 2nd year students of the college as per the previous curriculum.

Participation of the department in the courses offered by another department:

- Financial Accounting in B.Sc - (Mathematics, Statistics and Actuarial Sciences)

STAFF PROFILE

Staff Particulars:

The department consists of 13 staff members (Regular -3 +1, Contract – 3 and Guest Faculty – 6) of which Five Members process Ph.D, Seven members process M.Phil and Six Members possess NET/APSET academically enriching the department

Particulars of the Lecturers

S.No	Name of the Faculty	Qualification	Designation	Experience
1	Dr.K.LAKSHMANA RAO	M.Com.,MBA.,APSET.,PGDCA.,M.Phil.,Ph.D.,PDF	HOD	11 YEARS
2	Dr.J.PANDURANGA RAO	M.Com.,MBA.,NET.,APSET.,M.Phil.,Ph.D.,	LECTURER	11 YEARS
3	Dr.K.NAGESWARA RAO	M.Com.,NET.,M.Phil.,Ph.D.,	LECTURER	23 YEARS
4	SRI.D.S.MADHU PRASAD	M.Com.,MBA.,APSET.,M.Phil.,MA.,LL B.,(Ph.D)	LECTURER	22 YEARS
5	SRI.G.S.R.S.G.NOOKA RAJU	M.Com.,MBA.,M.Phil.,(Ph.D)	LECTURER	18 YEARS
6	Smt. B.CHINNARI	M.Com.,	LECTURER	18 YEARS
7	Dr. J.VIJAY KUMAR	M.Com.,M.Phil.,Ph.D.,PGDCA.,	LECTURER	8 YEARS
8	Dr.D.VENKATESWARA RAO	M.Com.,APSET.,M.Phil.,Ph.D.,	LECTURER	7 YEARS
9	Kum. K.RAJESWARI	M.Com.,MBA.,	LECTURER	6 YEARS
10	Kum. M. PAVANI	M.Com	LECTURER	2 YEARS
11	Kum.K.HEMA SURYA	M.Com	LECTURER	2 YEARS
12	Smt.K.SWARUPA RANI	M.Sc Nursing., (MBA)	LECTURER	2 YEARS
13	Ch .Prasad	M.Com., M.Phil., NET ., AP SET	LECTURER	20 YEARS

FACILITIES OF THE DEPARTMENT

1. A separate computer lab established for the B.Com (CA & CECS) and BBA (DM) students to enable the students for application-oriented delivery of instruction in the specialized courses.
2. LCD Projectors with a Computer and peripherals are provided as Teaching Learning Resources.
3. Wireless internet facility is available in the Department to tech academics in ICT mod
4. The Department is providing Business News Papers, Magazines, Journals and online Resources related to the subjects to all the students.

5. The department has been running a strong Reference Section with 200+ Books and Online Resources for faculty reference and library consultation.
6. The Department housing 13 lecture halls and a staff room in two blocks i.e. old commerce block – 6 and New Commerce block – 7 halls with all facilities provided for effective teaching.
7. The department is providing the printed material and e-content i.e. PPT, Video in various Subjects for Effective learning. The department engaged in online teaching during the pandemic time through utilizing the Google suite for Education Apps (Google Meet, Google Classroom and Google Drive etc.)
8. The Department is encouraging the students in various CO-Curricular and extracurricular activities i.e. attending Seminars, Quiz, Group Discussions, Workshops, Fests, Yoga, Sports and Games.
9. The Department is extending the Financial Support to the poor students under the banner of Helping Hands.
10. The Department is encouraging the alumni to provide academic and financial assistance to students.
11. The Department is encouraging the students to involve in student Research Projects through Subject related Surveys, Field trips and Interviewing eminent people in district to gain from their experience.
12. The Department is Organizing Industrial in every Year.

BEST PRACTICES OF THE DEPARTMENT

1. A unique platform of Chartered Accountants, Registered Tax Practitioners and Independent Professional Accounts has been credited in the name of BIZ Coach to make the students familiar with the latest developments in Accounting, Taxation and general business-related aspects. This platform is aimed at bringing and linking the various minds at work to academic activity. Students are given hands on practice of accounting and tax procedures. Students can benefit immensely in terms of experience and thought-provoking guidance by the professionals.
2. The Department has carved out a unique and one of its kind, centre for Entrepreneurship and Incubation in the college. This type of centre is aimed at the imbibing and developing the entrepreneurial skills among the students. This centre is strengthened the collaboration with the SETRAJ and DIC, East Godavari in terms of mutual cooperation for capacity building and handholding in the entrepreneurship development. Students benefit from the guidance and technical assistance by the Government agencies and plan for the venturing into business.
3. The Department has been organizing interaction sessions for the students with the Alumni particularly recent outgoing students in the matters of career choice, job markets and higher education etc. Students to benefit from the experiences of these outgoing students.
4. The Departments running a companion group through WhatsApp for all the students to answer their queries in different subject domains. Students can ask questions in this forum and all the lecturers are part of this initiative and wide array of possibilities are opened up for students in the quest for learning
5. The Department of Commerce has been inducting 10% to 20% additional inputs in the form of application concepts, case studies etc. in addition to APSCHE Syllabus and guidelines.

6. Organizing the Field Visits, Seminars and Guest Lectures to impart Quality Education.
7. The department is encouraging the students to involve in student study projects duly incorporating subject related surveys. These study projects based on the latest trends in the business environment.
8. The Payment of Examination Fee and Tuition Fee to Poor and Needy students by the Faculty Members.
9. Establishment of Commerce Students Welfare Association.
10. Providing immediate Medical Aid to the students in case of Emergency.

PR COLLEGE (A) KAKINADA DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES
BOARD OF STUDIES of UG and PG
August Body for Board of Studies – 2024-25

s.no	Name of the Nominee		Signature
1	Dr K.Lakshmana Rao	Chairman & HOD- DCMS	
2	Dr K. Ratnamanikyam	University Nominee – UG & Principal – GDC- Chintooru	Attended - online
3	Dr. G Srinivasa Rao	University Nominee – PG & Lecturer – VSK Govt. College - Vizag	Attended - online
4	Dr E. Appa Rao	Subject Expert (Tax Procedure and Practices) & Asst. Professor DCMS – MSN Campus – AKNU, Kakinada.	
5	Dr L Madhu Kumar	Subject Expert (Digital Marketing) & Asst. Professor DCMS – MSN Campus – AKNU, Kakinada.	
6	Dr B Charwak	Subject Expert (PG) & Asst. Professor SMS – JNTU – K - Kakinada.	
7	Smt R.R.D. Sirisha	Subject Expert (General) & ASD GDC(W)(A) -Kakinada.	
9	Dr P P Chandra Bose	Subject Expert (Computer Applications) & HOD – GDC - Razole	
10	Smt. P Jyothi	HOD – Computer Applications PRGC (A) K	
11	Sri S. Rama Krishna Reddy	Industrialist	
12	Sri.P. Venkata Krishna	Chartered Accountant & Educationalist	
13	Sri Ch. Appa Rao	Parent	
14	Kum.K.Rajeswari	Student Alumni	
15	Dr J.Panduranga Rao	Member	
16	Dr.K.Nageswara Rao	Member	
17	Sri. D.S.Madhu Prasad	Member	
18	Dr G.S.R.S.G Nooka Raju	Member	
19	Smt.B.Chinnari	Member	
20	Dr. Vijay Kumar	Member	
21	Dr. Venkateshwara Rao CH. S. S. V. Prasad	Member	
22	Kum. M.Pavani	Member	
23	Kum.K.Hema Surya	Member	
24	Purandeswari BBA	Student Member	
25	SK Madina	Student Member	
26	Ch Sri Vamsika	Student Member	
27	P Bhavani	Student Member	
28	P Adi Narayana	Student Member	

PR COLLEGE (A) KAKINADA
DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES BOARD OF STUDIES of UG and PG
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13	Sri Ch. Appa Rao	Parent
14	Kum.K.Rajeswari	Student Alumni
15	Dr J.Panduranga Rao	Member
16	Dr.K.Nageswara Rao	Member
17	Sri. D.S.Madhu Prasad	Member
18	Sri.G.S.R.S.G Nooka Raju	Member
19	Smt.B.Chinnari	Member
20	Dr. Vijay Kumar	Member
21	Dr. Venkateshwara Rao	Member
22	Kum. M.Pavani	Member
23	Kum.K.Hema Surya	Member
24	Purandeswari BBA	Student Member
25	S K M a d i n a	Student Member
26	Ch Sri Vamsika	Student Member
27	P Bhavani	Student Member
28	P Adi Narayana	Student Member

AGENDA OF THE MEETING 2024-25

1. Discussion on Action Taken Report for BoS 2023-24
2. Adopt the single major system as per the orders of APSHE and Commissionerate of collegiate Education under New Educational Policy 2020.
3. Department of Commerce and Management Studies offer the single Major Programmes i.e., B.Com., (*General*) B.Com., (*Tax Procedures and Practice*) B.Com., (*Computer applications*) BBA (*Digital Marketing*) and B.Com., (*Logistics*) 2024 onwards.
4. Implementation of B.Com Honors (*General*) Programme.
5. Approval of Program Outcomes, Program Specific Outcomes and Course Outcomes of the single Major Programmes i.e., B.Com., (*General*) B.Com., (*Tax Procedures and Practice*) B.Com., (*Computer applications*) BBA (*DM*) and B.Com., (*Logistics*).
6. Approval of Program Outcomes, Program Specific Outcomes and Course Outcomes of B Com (*General*), B Com (Computer Applications), B Com (CECS) BBA (Digital Marketing) BBA (Health Care Management) Programme for third year
7. Approval of Syllabi, curriculum and academic activities of B Com (*General*), B Com (Computer Applications), B Com (CECS), BBA (Digital Marketing), BBA (Health Care Management) and the single Major Programmes i.e., B.Com., (*General*) B.Com., (*Tax Procedures and Practice*) B.Com., (*Computer applications*) BBA (*Digital Marketing*) and B.Com (*Logistics*), B.Com Honors (*General*) Programme.
8. Approval of Blue Prints, Model Question Papers and Question bank for all UG and Honors Programs in alignment with Bloom's Taxonomy
9. Approval of Scheme of Evaluation for Internal and External Evaluation for I, II and III Years 50:50 pattern and Honors Programme 50:50 pattern .
10. Approval of the activity wise breakup of Continuous Internal Assessment (CIA).
I II and III Years and Honors Programme .
11. Inclusion of additional inputs as necessary to each course for further extension of knowledge by students
12. Community Service Project for I Year students after II Semester
13. Internship and Apprenticeship/ On the Job Training for the II Year and III Year students.
14. Approval of revised Panel of Question Paper Setters and Examiners.
15. Conduct of field trips / Industrial visits and also provide extra credits to students for these activities.
16. Approval of provision for extra credits for free or paid online courses, MOOCS and SWAYAM.
17. Continuation of Three Certificate Courses namely i.e., i) *Securities Operations* ii) *Mutual Funds* and *Personality development* to enable the students to gain better understanding of Financial Markets and personality development to improve their employability.
18. Action Plan of the Department for 2024-25, including organizing seminars / workshops / training programs, webinars, Guest Lectures etc.,
19. **Newly introducing Diploma in**
20. Any other proposal with the permission of the Chair.

PR Government College (A), Kakinada
Department of Commerce and Management Studies (DCMS)
UG Board of Studies 2024-245

Resolutions

Agenda Item 1: Discussion on Action Taken Report for BoS 2022-23

Discussion: BoS members were apprised of the action taken on the resolutions approved during the 2022-23 BoS and the members were satisfied with the action taken.

Agenda Item 2: Approval of adopt the single major system. As per NEP – 2020

Agenda Item 3: Approval of the Single Major Subjects Offered By DCMS

Agenda Item4: approval of implementation of B.com honors programme.

Agenda Item5: approval of programme out comes ,programmes specific out comes and course out comes.

Agenda Item 6: 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.

Agenda Item 7: 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.

Agenda Item 8: 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

Agenda Item 9: Approval of Scheme of Evaluation for Internal and External Evaluation for I, II and III Years – 50:50 pattern.

Agenda Item 10: Approval of the activity wise breakup of Continuous Internal Assessment (CIA). I & II Years and III Year

Agenda Item 11: Inclusion of additional inputs as necessary to each course for further extension of knowledge by students

Agenda Item 12: Community Service Project for I Year students after II Semester

Agenda Item 13: Internship and Apprenticeship/ On the Job Training for the II Year and III Year students

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 14: Approval of revised Panel of Question Paper Setters and Examiners.

Resolution: The list Paper Setters and Examiners is approved

Agenda Item 15: Conduct of field trips / industrial visits and also provides extra credits to students for these activities.

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

Agenda Item 16: Approval of provision for extra credits for free or paid online courses and MOOCS and SWAYAM.

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

Agenda Item 17: Continuation of two certificate courses namely i.e. Securities Operations and Mutual Funds to enable the students and newly introduced certificates course of personality development to gain better understanding of Financial Markets and to improve their employability and personnel management skills.

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

Agenda Item 18: Action Plan of the Department for 2023-24, including organizing seminars / workshops / training programs, webinars etc.,

Resolution: The action plan for 2024-25 for the Department is approved

Agenda Item 19: Budget Proposals for the year 2024-25

Resolution: The Budget proposal for the Department for 2024-25 is approved

Agenda Item 20: Attendance requirement for students as per college norms.

Resolution: the Attendance requirement is approved.

P.R.GOVERNMENT COLLEGE(A) - KAKINADA
DEAPRTEMNT OF COMMERCE AND MANAGEMENT STUDIES (DCMS)
LIST OF EXAMINARS

SL. NO.	NAME OF THE FACULTY	NAME OF THE COLLEGE	Contact No.	E-mail ID
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9	Dr.G Srinivasa Rao	VSK College - Vizag	9290812640	qtsrinivas@gmail.com
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12	Dr. D. MURALIDHAR	VSK College - Vizag	8500657165	muralib4u5@gmail.com
13	G KARUNA SRI	SRR & CVR - Vijayawada	9440181446	karunags@gmail.com
14	Dr. K. Naveena	SRR & CVR - Vijayawada	8639729282	naveenagdc@gmail.com
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23	Dr Sudhakara Reddy	GDC (W) - Gunturu	8500221375	
24	Dr N A Francis Xavier	Andhra Loyola College- Vijayawada	9440524321	nafrancisxavier@gmail.com
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26	Ms Nirmala Rani	Andhra Loyola College- Vijayawada	8106998735	nirmalarani1986@gmail.com
27	Ms A. Sreelakshmi	Andhra Loyola College- Vijayawada	7989628574	asreelakshmi@ymail.com
28	Dr. Ramalinga Prasad	Andhra Loyola College- Vijayawada	9441746031	ramalingaprasad2012@gmail.com
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		Vizianagaram		
30	B Hari Krishna	MR College - Vizianagaram	9396346494	
31	Dr. P Madhu	MR College - Vizianagaram	9398066426	madhupadala143@gmail.com

P.R.GOVERNMENT COLLEGE(A) - KAKINADA
DEAPRTEMNT OF COMMERCE AND MANAGEMENT STUDIES (DCMS)
DEPARTMENTAL ACTION PLAN
FOR THE ACADEMIC YEAR 2024-25

SL.NO	MONTH	WEEK	PROGRMME
1	JUNE	I	Internship /Apprenticeship
2		II	Reopening of college
3		III	CSP
		IV	International Seminar
4	JULY	I	Chartered Accountants Day (1 st June) I MID examination to III rd and I Semester
5		II	Awareness programme (practice accounting as a profession)
6		III	Banks Nationalization Day (19 th July)
7		IV	Income Tax Day (24th July) , I- MID examination to I AND III SEMESTER
8	AUG	I	COMMERCE DAY AND INDUCTION PROGRAMME
9		II	UG ADMISSION
10		III	Independence Day Celebrations (Aug 15)
11		IV	Viva-Voce - I Semester and III Semester
12	SEP	I	Teachers Day (5th Sept) Semester end examinations(I and III)
13		II	Institute Mega career Counseling Programme All India Level Organized By By DCMS and Chartered Accountant Charter, Kakinada

14		III	Educational tour and industrial visit
15		IV	I MID TO I,III SEMESTER
16	OCT	I	World Business Day (2nd Oct)
17		II	National Seminar/Conference/ Workshop/FDP
18		III	II Mid Semester Examination
19		IV	Guest Lecture
20	NOV	I	Guest Lecture
21		II	Educational Tour
22		III	Women Entrepreneurs Day (Nov 19th)
		IV	Invites Guest Lecture CSPTO I SEM
23	DEC	I	AIDS DAY (Dec 1st)
24		II	Human Rights Day (Dec-10th)
25		III	Guest Lecture
26		IV	National Consumers Day (Dec24th)
27	JAN	I	Guest Lecture
28		II	PONGAL HOLIDAYS
29		III	Parents meeting
30		IV	Republic Day celebrations (Jan 26)
31	FEB	I	Educational tour
32		II	Guest Lecture
33		III	Management Day (Feb 21st)
34		IV	Talent Day
35	MAR	I	Guest Lecture
36		II	Alumni Meeting
37		III	World Consumers Day (March 15)
38		IV	WOMENS DAY (MARCH 08)
39	APRIL	I	Guest Lecture
40		II	REMEDIAL CLASS
41		III	REMEDIAL CLASS
42		IV	SEM END Examinations

ACTION TAKEN REPORT ON BOS 2024-25

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 Year on various social and developmental issues , 8 weeks INTERNSHIP programme for the II Year on various accounting programmes at chartered account office and several business units and 4 months apprentice ship for third year students on several software training centers and Banking and Insurance Sector Organisations. 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, Rampachodavaram and nearby places of importance to make the students understand the indigenous cultures and to study tourism opportunities in the areas.
6. Certificate courses – 1. Securities Operations 2. 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, International women’s day and World Investor Week etc. were conducted as part of the action plan.
8. Conduct the prestigious talent day programme. for encourage the students of the COMMERCE stream who involved in cultural sports activities.

I YEAR

BBA- Digital Marketing (Single Major) -Semester – I

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.		Fundamental of Commerce	100	50	50	4	4
2.		Business Organisation	100	50	50	4	4
3.	LSC	Analytical Skills	50		50	2	2
4	LSC	Communication Skills	50		50	2	2
5.	MDC	Principles of Biological Science	50		50	2	2

BBA- Digital Marketing (Single Major) -Semester – II

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.		Fundamentals of Digital Marketing	100	50	50	5	4
2.		E-Marketing	100	50	50	5	4
3.	Minor	Computer Applications	100	50	50	5	4
4.		LSC	50		50	2	2
5.		LSC	50		50	2	2
6		MDC	50		50	2	2

II YEAR

BBA- Digital Marketing (Single Major) -Semester – III

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.	Major	Social Media Marketing	100	50	50	5	4
2.	Major	Search Engine Marketing	100	50	50	5	4
3.	Major	Search Engine Optimization	100	50	50	5	4
4	Major	Web Analytics	100	50	50	5	4
5.	Minor	Assessment of Individual, HUF & Firms	100	50	50	5	4

BBA- Digital Marketing (Single Major) -Semester – IV

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.	Major	Affiliate Marketing	100	50	50	5	4
2.	Major	Search Engine Optimization	100	50	50	5	4
3.	Major	SEM Rush	100	50	50	5	4
4.	Minor	Corporate Taxation	100	50	50	5	4
5.	Minor	GST Application and Compliances	100	50	50	5	4

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 decisionmaking
- 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.

- DIGITAL MARKETING

Course	Semester	Programme	OUT COMES
I BBA	I Sem	Business Organization	<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
I BBA	I Sem	Fundamentals of Commerce	<ul style="list-style-type: none"> ➤ Identify the role commerce in Economic Development and Societal Development. ➤ Equip with the knowledge of imports and exports and Balance of Payments. ➤ Develop the skill of accounting and accounting principles. ➤ They acquire knowledge on micro and macro economics and factors determine demand and supply. ➤ An idea of Indian Tax system and various taxes levied on in India. ➤ They will acquire skills on web design and digital marketing.
I BBA	II Sem	E-Marketing	<ul style="list-style-type: none"> ➤ Understanding Lead Generation for Business ➤ Understanding lead funnel, Steps in lead nurturing ➤ Understanding of Marketing-An Overview

			<ul style="list-style-type: none"> ➤ Understanding Applications of E-Marketing ➤ Understanding Types and Tools of E-Marketing
I BBA	II Sem	FDM	<ul style="list-style-type: none"> ➤ Understanding Lead Generation for Business ➤ Digital Marketing Concepts ➤ The applications of digital marketing in the globalized market ➤ Application and usage of E-mail advertisement and mobile marketing. ➤ Understanding Types and Tools of E-Marketing
II BBA	III SEM	SOCIAL MEDIA MARKETING	<ul style="list-style-type: none"> ➤ 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.
II BBA	III SEM	SEM	<ul style="list-style-type: none"> ➤ 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.
II BBA	III SEM	SEO	<ul style="list-style-type: none"> ➤ With millions of people performing millions of searches each day to find content on the Internet, it makes sense. ➤ 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

			<p>growing practice known</p> <ul style="list-style-type: none"> ➤ as search engine optimization.
II BBA	III SEM	Web analysis	<ul style="list-style-type: none"> ➤ Web analytics course covers the basics concepts of digital Analytics and drives students into learning digital analytics from both a managerial and technical perspective.
II BBA	IV Sem	CORPORATE TAXATION	<ul style="list-style-type: none"> ➤ To develop critical thinking and problem-solving skills related to taxation. ➤ To recognize potential opportunities for tax savings and tax planning. ➤ To familiar with the competition of income from business and profession
II BBA	IV Sem	Affiliate Marketing	<ul style="list-style-type: none"> ➤ 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.
II BBA	IV Sem	SEM RUSH	<ul style="list-style-type: none"> ➤ SEM Rushisan SEO tool that does keyword research, tracks the key word strategy used by competitors, runs an SEO audit of a blog and looks for back -linking opportunities.
II BBA	IV Sem	SEO	<ul style="list-style-type: none"> ➤ To make reports and help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results

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>	2
3	Sports	<i>Participation in National Camp after 'B' certificate</i>	3
		<i>C certificate</i>	4
		<i>Adventure camp/RD parade along with 'B'</i>	5
		<i>Failed in B certificate Examination</i>	1
		<i>Intercollegiate selection</i>	2
4	NSS	<i>South zone selection</i>	3
		<i>All India participation</i>	4
		<i>Winning medals in all India competitions</i>	5
		<i>40% attendance in regular NSS activities</i>	1
5	JKC	<i>50% attendance with Community Service</i>	2
		<i>Conduct of survey/Youth exchange/RD</i>	3
		<i>Enrollment and training</i>	1
6	Communityservice	<i>Campus recruitment local level</i>	2
		<i>MNCs/reputed companies</i>	3
		<i>Participation in community service by departments (outreach programmes)</i>	2
7	Cultural activity	<i>Winning medals at state level-2,</i>	2
		<i>District level-1</i>	1
8	COP/Add onCourse	<i>Pass in Certificate Exam-1,</i>	1
		<i>Diploma-2</i>	2
9	Supportservices	<i>Lead India, Health club, RRC and Eco Club etc., participation in various programmes</i>	1
9	Supportservices	<i>Lead India, Health club, RRC and Eco Club etc., participation in various programmes</i>	1

PR GOVERNMENT COLLEGE (A), KAKINADA
DEPARTMENT OF COMMERCE AND
MANAGEMENT STUDIES
SCHEME OF EVALUATION FOR I, II AND III 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	5
4	Seminar	5
5	Assignment	5
TOTAL		50

CIA for I, II and III Years (w.e.f. 2024-25)

Component 1: Internal Evaluation (Mid Exams) (25 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.

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 (5 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 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 5 : Seminar (5 Marks)

One Seminar 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 Seminar. 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.

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

P.R.Government College (Autonomous)		Program & Semester I ST B.COM Ist SEMESTER					
Kakinada							
Course Code	2 - Business Organisation						
Teaching	Hours Allocated: 75			L	T	P	C
Focus	Employability			4	-	-	4

Course Outcomes:

- Ability to understand the concept of Business Organization along with the basic laws and norms of Business Organization.
- The ability to understand the terminologies associated with the field of Business Organization along with their relevance.
- To identify the appropriate types and functioning of Business Organization for solving different problems.
- The application of Business Organization principles to solve business and industry related problems.
- To understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc.

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Ability to understand the concept of Business Organization along with the basic laws and norms of Business Organization.	Understanding
CO2	The ability to understand the terminologies associated with the field of Business Organization along with their relevance.	Application
CO3	To identify the appropriate types and functioning of Business Organization for solving different problems.	Analyzing
CO4	The application of Business Organization principles to solve business and industry related problems.	Application
CO5	To understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc.	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship
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I B.COM (Gen) w.e.f. 2023-24			
Subject	2 - Business Organisation		
I- SEM	TIME: 21/2 Hours	Max marks:50	Credits: 4

UNIT I	Business: Concept, Meaning, Features, Stages of development of business and importance of business. Classification of Business Activities. Meaning, Characteristics, Importance and Objectives of Business Organization. Difference between Industry & Commerce and Business & Profession, Modern Business and their Characteristics.
UNIT II	Promotion of Business: Considerations in Establishing New Business. Qualities of a Successful Businessman. Forms of Business Organization - Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives and their Characteristics, relative merits and demerits, Difference between Private and Public Company, Concept of One Person Company.
UNIT III	Plant Location and Layout: Meaning, Importance, Factors affecting Plant Location. Plant Layout - Meaning, Objectives, Importance, Types of Layout. Factors affecting Layout. Size of Business Unit - Criteria for Measuring the Size and Factors affecting the Size. Optimum Size and factors determining the Optimum Size.
UNIT - IV	Business Combination: Meaning, Characteristics, Objectives, Causes, Forms and Kinds of Business Combination. Rationalization: Meaning, Characteristics, Objectives, Principles, Merits and demerits, Difference between Rationalization and Nationalization.
UNIT - V	Computer Essentials: Milestones of Computer Evolution – Computer, Block diagram, generations of computer. Internet Basics - Internet, history, Internet Service Providers, Types of Networks, IP, Domain Name Services, applications. Ethical and Social Implications - Network and security concepts- Information Assurance Fundamentals, Cryptography - Symmetric and Asymmetric, Malware, Firewalls, Fraud Techniques, privacy and data protection

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:

- Assignment on business organizations and modern business.
- Group Discussion on factors that influence plan location
- Seminars on different topics related to Business organization
- Case study could be given to present business plan of students choice.
- Identifying the attributes of network (Topology, service provider, IP address and bandwidth of your college network) and prepare a report covering network architecture.
- Identify the types of malwares and required firewalls to provide security.
- Latest Fraud techniques used by hackers.

Text Books:

1. Gupta, C.B., "Business Organisation", Mayur Publication, (2014).
2. Singh, B.P., Chhabra, T.N., "An Introduction to Business Organisation & Management", Kitab Mahal, (2014).
3. Sherlekar, S.A. & Sherlekar, V.S, "Modern Business Organization & Management Systems Approach Mumbai", Himalaya Publishing House, (2000).
4. Bhusan Y. K., "Business Organization", Sultan Chand & Sons.
5. Prakash, Jagdish, "Business Organistaton and Management", Kitab Mahal Publishers

(Hindiand English)

6. Fundamentals of Computers by V. Raja Raman

7. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson

Skill Development:

To know the knowledge about the Stages of development of business and importance of business. Classification of Business Activities

Employability:

Plenty of employability opportunities in Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.

Entrepreneurship

Many Entrepreneurial opportunities in Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.

Syllabus Change AY 2023-24			
Unit	Deletions/ Additions	% change	Rationale
I	No Deletions/ Additions	0%	To make the syllabus current and relevant
II	No Deletions/ Additions	0%	To make the syllabus current and relevant
III	No Deletions/ Additions	0%	To make the syllabus current and relevant

IV	No Deletions/ Additions	0%	To make the syllabus current and relevant
V	No Deletions/ Additions	0%	To make the syllabus current and relevant

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM (Gen) w.e.f. 2023-24		
Subject	COURSE 2: BUSINESS ORGANIZATION	
I- SEM	TIME: 2 1/2 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	7	5	35	4	5	20
<u>2</u>	Section-B Essay Questions	6	10	60	3	10	30
Total Marks				95	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	15
Unit – III	1	1	15
Unit – IV	1	1	15
Unit – V	1	1	15
Total No. of Questions	07	06	90

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM (Gen) w.e.f. 2023-24		
Subject	COURSE 2: BUSINESS ORGANIZATION	
I – SEM	TIME: 2 1/2 Hours	Max Marks: 50
MODEL QUESTION PAPER		

Section-I

Answer any Four Questions from the following

4x5 =20 M

1. Question (Unit – I)
2. Question (Unit – I)
3. Question (Unit – II)
4. Question (Unit – III)
5. Question (Unit – IV)
6. Question (Unit – V)
7. Question (Unit – V)

Section-II

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

3x10 =30 M

PART – A

8. Question (Unit – I)
9. Question (Unit – I)
10. Question (Unit – II)

PART - B

11. Question (Unit – III)
12. Question (Unit – IV)

13. Question (Unit – V)

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

Course Outcomes:

- Identify the role commerce in Economic Development and Societal Development.
- Equip with the knowledge of imports and exports and Balance of Payments.
- Develop the skill of accounting and accounting principles.
- They acquire knowledge on micro and micro economics and factors determine demand and supply.
- An idea of Indian Tax system and various taxes levied on in India.
- They will acquire skills on web design and digital marketing.

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Identify the role commerce in Economic Development and Societal Development.	Understanding
CO2	Equip with the knowledge of imports and exports and Balance of Payments.	Application
CO3	Develop the skill of accounting and accounting principles.	Analyzing
CO4	They acquire knowledge on micro and micro economics and factors determine demand and supply.	Application
CO5	An idea of Indian Tax system and various taxes levied on in India and They will acquire skills on web design and digital	Application

	marketing.	
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Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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I B.COM (Gen) w.e.f. 2023-24			
Subject	FUNDAMENTALS OF COMMERCE		
I- SEM	TIME: 21/2 Hours	Max marks:50	Credits: 4

UNIT I	Introduction: Definition of Commerce – Role of Commerce in Economic Development - Role Commerce in Societal Development. Imports and Exports, Balance of Payments. World Trade Organization.
UNIT II	Economic Theory: Macro Economics – Meaning, Definition, Measurements of National Income, Concepts of National Income. Micro Economics – Demand and Supply. Elasticity of Demand and Supply. Classification of Markets -Perfect Competition – Characteristics – Equilibrium Price, Marginal Utility.
UNIT III	Accounting Principles: Meaning and Objectives Accounting, Accounting Cycle - Branches of Accounting - Financial Accounting, Cost Accounting, Management Accounting. Concepts and Conventions of Accounting – GAAP.
UNIT - IV	Taxation: Meaning of Tax, Taxation - Types of Tax- Income Tax, Corporate Taxation, GST, Customs & Exercise. Differences between Direct and Indirect Tax – Objectives of Tax- Concerned authorities – Central Board of Direct Taxes (CBDT) and Central Board of Excise and Customs (CBIC).

UNIT - V	Computer Essentials: Web Design - Word Press Basics, Developing a Simple Website. Digital Marketing - Social Media Marketing, Content Marketing, Search Engine Optimization (SEO), E-mail Marketing. Data Analytics- Prediction of customer behaviour, customized suggestions.

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:

- Assignment on GAAP.
- Group Activities on Problem solving.
- Collect data and report the role of Commerce in Economic Development.
- Analyze the demand and supply of a product and make a schedule based on your analysis, problems on elasticity of demand.
- Identify the Tax and distinguish between Direct Tax and Indirect Tax.
- Assignments and students seminars on Demand function and demand curves
- Quiz Programs
- Assignment on different types of taxes which generate revenue to the Government of India.
- Invited lectures on GST and Taxation system
- Problem Solving Exercises on current economy situation.
- Co-operative learning on Accounting Principles.
- Group Discussions on problems relating to topics covered by syllabus
- Examinations (Scheduled and surprise tests)
- Any similar activities with imaginative thinking beyond the prescribed syllabus

Text Books:

1. S.P. Jain & K.L. Narang, Accountancy - I Kalyani Publishers.
2. R.L. Gupta & V.K. Gupta, Principles and Practice of Accounting, Sultan Chand
3. Business Economics -S.Sankaran, Margham Publications, Chennai.
4. Business Economics - Kalyani Publications.
5. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann Publications.
6. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publications

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 Web Design, Digital Marketing - Social Media Marketing and Search Engine Optimization (SEO).

Entrepreneurship

Many Entrepreneurial opportunities in Imports and Exports.

Syllabus Change AY 2024-25			
Unit	Deletions/ Additions	% change	Rationale
I	No Deletions/ Additions	0%	To make the syllabus current and relevant
II	No Deletions/ Additions	0%	To make the syllabus current and relevant
III	No Deletions/ Additions	0%	To make the syllabus current and relevant
IV	No Deletions/ Additions	0%	To make the syllabus current and relevant
V	No Deletions/ Additions	0%	To make the syllabus current and relevant

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM (Gen) w.e.f. 2023-24		
Subject	FUNDAMENTALS OF COMMERCE	
I- SEM	TIME: 2 1/2 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	7	5	35	4	5	20
<u>2</u>	Section-B Essay Questions	6	10	60	3	10	30
Total Marks				95	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	1	1	15
Unit – V	1	1	15
Total No. of Questions	07	06	95

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM (Gen) w.e.f. 2023-24		
Subject	FUNDAMENTALS OF COMMERCE	
I – SEM	TIME: 2 1/2 Hours	Max Marks: 50
MODEL QUESTION PAPER		

Section-I

Answer any Four Questions from the following

4x5 =20 M

14. Question (Unit – I)
15. Question (Unit – I)
16. Question (Unit – II)
17. Question (Unit – III)
18. Question (Unit – IV)
19. Question (Unit – V)
20. Question (Unit – V)

Section-II

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

3x10 =30 M

PART – A

21. Question (Unit – I)
22. Question (Unit – I)
23. Question (Unit – II)

PART - B

24. Question (Unit – III)
25. Question (Unit – IV)

26. Question (Unit – V)

P.R.Government College (Autonomous)		Program & Semester			
Kakinada					
Course Code	4 E- Marketing	I ST BBA (Digital Marketing) IInd SEMESTER			
Teaching	Hours Allocated: 75	L	T	P	C
Focus	Employability	4	-	-	4

Course Outcomes:

- Understanding Lead Generation for Business
- Understanding lead funnel, Steps in lead nurturing
- Understanding of Marketing-An Overview
- Understanding Applications of E-Marketing
- Understanding Types and Tools of E-Marketing

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Understanding Lead Generation for Business	Understanding
CO2	Understanding lead funnel, Steps in lead nurturing	Application
CO3	Understanding of Marketing-An Overview	Analyzing
CO4	Understanding Applications of E-Marketing	Application
CO5	Understanding Types and Tools of E-Marketing	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship
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I BBA (Digital Marketing) w.e.f. 2023-24			
Subject	4 E-Marketing		
II- SEM	TIME: 2 Hours	Max marks:50	Credits: 4

UNIT I	Introduction to Lead Generation: Understanding Lead Generation For Business, Why Lead Generation is important, Understanding Landing Pages Understanding Thank You Page, Landing Page vs. Website, types of Landing Page.
UNIT II	A/B Testing: What is A/B Testing, How to do A/B Testing, Selecting landing pages after A/B Testing, Converting leads into sales, Creating lead nurturing strategy, Understanding lead funnel, Steps in lead nurturing
UNIT III	E-Marketing-An Overview – Introduction, Objectives, Definition, History and, Features of E-Marketing, Scope of E-Marketing, Benefits of E- Marketing, Problems in E-Marketing, E-marketing Techniques, Internet Marketing, Digital Marketing and E-marketing.
UNIT - IV	Applications of E-Marketing - Introduction, Objectives, Online Advertising, Direct Response Medium, Role of Distribution in E-Marketing, Lead Generation Platform, Customer Service Mechanism, Relationship Building Medium
UNIT - V	Types and Tools of E-Marketing - Introduction, E-Malls, E-Storefront, E-Marketplace, E-Marketing Tools: Creating a Website, Social Media Marketing, Pay-Per- Click Advertising, and Search Engine Optimization or Paid Search Engine Listing Search Engine Marketing, Blogging and Classified Advertising

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
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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. Digital Marketing: Seema Gupta-Mcgraw hill
2. Social Media Marketing: Tracy L. Tuten (2021).
3. Social Media Marketing: A Strategic Approach. Debra Zahay, Mary Lou Roberts
4. ChatGPT & Social Media Marketing. Ryan Turner.

Skill Development:

To know the knowledge about the Stages of development of business and importance of business. Classification of Business Activities

Employability:

Plenty of employability opportunities in Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.

Entrepreneurship

Many Entrepreneurial opportunities in Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.

Syllabus Change AY 2023-24			
Unit	Deletions/ Additions	% change	Rationale
I	No Deletions/ Additions	0%	To make the syllabus current and relevant
II	No Deletions/ Additions	0%	To make the syllabus current and relevant
III	No Deletions/ Additions	0%	To make the syllabus current and relevant

IV	No Deletions/ Additions	0%	To make the syllabus current and relevant
V	No Deletions/ Additions	0%	To make the syllabus current and relevant

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I BBA (Digital Marketing) w.e.f. 2023-24		
Subject	4 E-Marketing	
II– SEM	TIME: 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	7	5	35	4	5	20
2	Section–B Essay Questions	6	10	60	3	10	30
Total Marks				95	Total Marks		50

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

Chapter Name	Short Questions	Essay Questions	Marks allotted to the chapter
	5 Marks	10 Marks	
Unit – I	2	2	30
Unit – II	1	1	15
Unit – III	1	1	15
Unit – IV	1	1	15
Unit – V	2	1	20
Total No. of Questions	07	06	95

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I BBA (Digital Marketing) w.e.f. 2023-24		
Subject	4 E-Marketing	
II – SEM	TIME: 2 Hours	Max Marks: 50
MODEL QUESTION PAPER		

Section-I

Answer any Four Questions from the following

4x5 =20 M

- 27. Question (Unit – I)
- 28. Question (Unit – I)
- 29. Question (Unit – II)
- 30. Question (Unit – III)
- 31. Question (Unit – IV)
- 32. Question (Unit – V)
- 33. Question (Unit – V)

Section-II

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

3x10 =30 M

PART – A

- 34. Question (Unit – I)
- 35. Question (Unit – I)
- 36. Question (Unit – II)

PART - B

- 37. Question (Unit – III)
- 38. Question (Unit – IV)
- 39. Question (Unit – V)

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I BBA (Digital Marketing) w.e.f. 2023-24		
Subject	4 E-Marketing	
II – SEM	TIME: 2 Hours	Max Marks: 50
MODEL QUESTION PAPER		

UNIT-I

ESSAY ANSWER QUESTIONS

1. Define the lead? Why lead generation is important?
2. Describe the various types of landing pages.
3. Explain the differences between website and landing pages.

SHORT ANSWER QUESTIONS

1. Landing pages
2. Website
3. leads generation

UNIT-II

ESSAY ANSWER QUESTIONS

1. Define A/B testing? How to do A/B testing.
2. Explain lead nurturing. Explain the steps in lead nurturing.
3. Define lead funnel? Explain the steps in lead funnel.

SHORT ANSWER QUESTIONS

1. Split testing (or) bucket testing.
2. How to convert leads into sales

3. Lead nurturing

UNIT-III

ESSAY ANSWER QUESTIONS

1. Define e-marketing. Explain the objectives of E-marketing.
2. Explain the features and scope of E-marketing.
3. Explain the merits and demerits of E-marketing.

SHORT ANSWER QUESTIONS

1. Digital marketing
2. E-marketing
3. Internet marketing

UNIT-IV

ESSAY ANSWER QUESTIONS

1. Define the online advertising and its objectives.
2. Explain the role of distribution in E-marketing.
3. Discuss the lead generation platforms.

SHORT ANSWER QUESTIONS

1. Direct response medium.
2. Online advertising.
3. Customer service mechanism.

UNIT-V

ESSAY ANSWER QUESTIONS

1. Explain the types of E-marketing.
2. Explain the Tools of E-marketing.
3. Write about how to create a website.

SHORT ANSWER QUESTIONS

1. Social media marketing
2. Pay-per-click advertising
3. Paid Search Engine.

P.R.Government College (Autonomous) Kakinada		Program & Semester I ST B.COM II nd SEMESTER					
Course Code	FUNDAMENTALS OF DIGITAL MARKETING						
Teaching	Hours Allocated: 75			L	T	P	C
Focus	Employability			4	-	-	4

Course Outcomes:

- Understanding Lead Generation for Business
- Digital Marketing Concepts
- The applications of digital marketing in the globalized market
- Application and usage of E-mail advertisement and mobile marketing.
- Understanding Types and Tools of E-Marketing

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Understanding Lead Generation for Business	Understanding
CO2	Digital Marketing Concepts	Application
CO3	The applications of digital marketing in the globalized market	Analyzing
CO4	Application and usage of E-mail advertisement and mobile marketing.	Application
CO5	Understanding Types and Tools of E-Marketing	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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I B.COM (Gen) w.e.f. 2023-24			
Subject	FUNDAMENTALS OF DIGITAL MARKETING		
II- SEM	TIME: 2 Hours	Max marks:50	Credits: 4

UNIT I	UNIT 1: Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM.
UNIT II	UNIT 2: Marketing Automation: Definition, Advantages, Marketing Automation Softwares: CRM, Sales force, Analytics; Customer Experience (CX), How does marketing automation help marketers, Marketing automation tools.
UNIT III	UNIT 3: Digital Marketing Mix: Online Advertising, Lead Generation, Social Media Marketing, Content and Copywriting. Influencer Marketing: Influencer, Payment to Influencer, difference between influencer marketing and celebrity endorsements.
UNIT - IV	UNIT 4: Email Marketing- Need for Emails, Types of Emails, options in Email advertising, Features of MailChimp, Mobile Marketing: Overview of the B2B and B2C Mobile Marketing.
UNIT - V	UNIT 5: What are Blogs, Importance of Blogs, Personal Blogs, Corporate Blogs, Popular Blog Platforms, What are Tags, Widgets, Blog Optimization, and Blog Stats.

CO-PO Mapping:

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

	PO 1	PO2	PO3	PO 4	PO5	PO 6	PO 7	PO 8	PO9	PO1 0	PSO 1	PSO2	PSO 3	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

Text Books:

1. Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation of Business Engagement. Wiley
2. Your Google Game Plan for Success: Increasing Your Web
3. Michael J. Thibault (2023). The Influencer Blueprint: A Step-by-Step Guide to Harnessing the Power of Influencer Marketing for Business Success.
4. How To Start a Blog (on the Side) by Ryan Robinson
5. George Pain(2019). Marketing Automation and Online Marketing: Automate Your Business through Marketing Best Practices such as Email Marketing and Search Engine Optimization
6. Stevan Roberts (2016). Marketing AI: From Automation to Revenue Performance

Marketing

7. Jodie the Mom (2023) Email Marketing Planner: Organize and Track Your Emails Skill Development:

To know the knowledge about the Stages of development of business and importance of business. Classification of Business Activities

Employability:

Plenty of employability opportunities in Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.

Entrepreneurship

Many Entrepreneurial opportunities in Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.

Syllabus Change AY 2023-24			
Unit	Deletions/ Additions	% change	Rationale
I	No Deletions/ Additions	0%	To make the syllabus current and relevant
II	No Deletions/ Additions	0%	To make the syllabus current and relevant
III	No Deletions/ Additions	0%	To make the syllabus current and relevant
IV	No Deletions/ Additions	0%	To make the syllabus current and relevant
V	No Deletions/ Additions	0%	To make the syllabus current and relevant

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM (Gen) w.e.f. 2023-24		
Subject	COURSE: FUNDAMENTALS OF DIGITAL MARKETING	
I- SEM	TIME: 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	7	5	35	4	5	20
	Section-B Essay Questions	6	10	60	3	10	30
Total Marks				95	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	2	30
Unit – II	1	1	15
Unit – III	1	1	15
Unit – IV	1	1	15
Unit – V	2	1	20
Total No. of Questions	07	06	95

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM (Gen) w.e.f. 2023-24		
Subject	FUNDAMENTALS OF DIGITAL MARKETING	
I – SEM	TIME: 2 Hours	Max Marks: 50
MODEL QUESTION PAPER		

Section-I

Answer any Four Questions from the following

4x5 =20 M

1. Question (Unit – I)
2. Question (Unit – I)
3. Question (Unit – II)
4. Question (Unit – III)
5. Question (Unit – IV)
6. Question (Unit – V)
7. Question (Unit – V)

Section-II

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

3x10 =30 M

PART – A

8. Question (Unit – I)
9. Question (Unit – I)
10. Question (Unit – II)

PART - B

11. Question (Unit – III)
12. Question (Unit – IV)
13. Question (Unit – V)

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
I B.COM (Gen) w.e.f. 2023-24		
Subject	FUNDAMENTALS OF DIGITAL MARKETING	
I – SEM	TIME: 2 Hours	Max Marks: 50
QUESTION BANK		

UNIT-1

Long Questions

1. Write short notes on History of Digital Marketing. BT1
2. Explain the Concepts of digital marketing BT2
3. Illustrate the Approaches of digital marketing. BT2

Short Questions

4. Describe the Need of digital marketing. BT 2
5. Explain the Scope of digital marketing BT 2
6. State the Examples of good practices in Digital marketing. BT1

UNIT-2

Long Questions

7. How would you define Marketing automation soft wares. BT1
8. How does marketing automation helps marketers. BT1
9. Discuss the Marketing automation tools BT6

Short Questions

10. Describe the CRM BT2
11. Illustrate the Sales force BT3
12. Explain the Customer experiences BT2

UNIT-3

Long Questions

13. Distinguish between influencer marketing and celebrity endorsements BT4
14. Define the Digital marketing mix BT5
15. Elaborate the Payment to influencer BT6

Short Questions

16. Describe the Social media marketing BT2
17. Explain the Lead generation BT2
18. Discuss the Content and Copy writing. BT6

UNIT-4

Long Questions

19. Identify the Various types of emails BT3
20. Explain Features of mail chimp BT2
21. State the Overview of B2B and B2C Mobile Marketing. BT1

Short Questions

22. Explain Options in Email advertising BT2
23. Write short note Need for emails BT1
24. Define Email marketing BT2

UNIT-5

Long Questions

25. Explain the Importance of blogs BT2
26. Define Blog optimization and blog stats BT2
27. Distinguish between corporate Blog's, personal Blog's. BT4

Short Questions

28. Illustrate the Popular Blog platforms BT3
29. Define the What are Tags BT2
30. Explain the Widgets BT2

P.R.Government College (Autonomous) - Kakinada		Program & Semester			
Course Code	Indian Tax System (Minar) (B.Com – CA – TAX) BBA (Digital Marketing)	I ST B.COM IInd SEMESTER			
Teaching	Hours Allocated: 75	L	T	P	C
Focus	Employability	4	-	-	4

Course Outcomes:

- Understanding of the central and state powers of Taxation, Schedule VII of the Constitution of India and the amendments carried out to implement GST in India.
- Able to identify the different taxes imposed by the state government on the sale or purchase of goods and on professions.
- Knowledge on the different taxes imposed by the local bodies such as tax on land and buildings, entertainment tax, and other state and local taxes.

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Understanding of the central and state powers of Taxation, Schedule VII of the Constitution of India and the amendments carried out to implement GST in India.	Understanding
CO2	Able to identify the different taxes imposed by the state government on the sale or purchase of goods and on professions.	Application
CO3	Knowledge on the different taxes imposed by the local bodies such as tax on land and buildings, entertainment tax, and other state and local taxes.	Analyzing
CO4	Knowledge on the different taxes imposed by the local bodies such as tax on land and buildings, entertainment tax, and other state and local taxes.	Application
CO5	Knowledge on the different taxes imposed by the local bodies such as tax on land and buildings, entertainment tax, and other state and local taxes.	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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(B.Com – CA – TAX) BBA (Digital Marketing)			
Subject	Indian Tax System		
II– SEM	TIME: 21/2 Hours	Max marks:50	Credits: 4

UNIT I	Introduction: Meaning of Tax, Taxation–Types of Tax- Differences between Direct and Indirect Tax – Objectives of Tax- Concerned authorities (CBDT and CBIC) - Central and State Powers of Taxation Distribution of Revenues between Centre and States (Schedule VII of the Constitution of India) - Constitutional Provisions.
UNIT II	Introduction to Goods and Services Tax: Overview of GST: Pre- GST Tax Structure and Deficiencies- Genesis of GST in India- Concept of GST- Dual GST Model Salient features of GST-Benefits of GST- Taxes Subsumed and Not Subsumed by GST Structure of GST-SGST, CGST, UTGST and IGST- Features. GST Council: Introduction Need- Structure- Recommendations- Features- Article 279A of Constitution of India.
UNIT III	Excise Duty and Its Provisions: Introduction- Overview of Excise duty – Types of Excise duty- Excise duty before and after GST - Excise Duty on petroleum and liquor - Point of differences between excise duty and GST- Excise duty in various states.
UNIT - IV	Taxes of the State Government: Taxes on Sale or Purchase of Goods; Tax on Professions, Trade and Callings; Motor Vehicles’ Tax; Tax on Electricity; Stamp Duty; Land Revenue and other taxes.
UNIT - V	Taxes of Local Bodies: Tax on Land and Buildings (Property Tax); Entertainment Tax, identify other state & other taxes.

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:

- Assignment on different types of taxes which generate revenue to the Government of India.
- Invited lectures on the effect of GST on the prices of goods with imaginary figures in contrast with Pre-GST taxation system
- Study and report the revenue earned as Excise Duty by different states in India for past two years
- Preparation of Organization Chart of GST Council
- Students seminars on taxes of local bodies
- Quiz Programs
- Problem Solving Exercises on current economy situation.
- Co-operative learning
- Group Discussions on problems relating to topics covered by syllabus
- Examinations (Scheduled and surprise tests)
- Any similar activities with imaginative thinking beyond the prescribed syllabus

Text Books:

1. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann Publications.
2. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, SahityaBhavan Publications.
3. Naveen Mittal: Principals of Income Tax Law and Practice

4. CA Sanjay M Dhariwal : Goods and Services Tax
5. CA (Dr) K. M Bansal: GST & Customs Law, Taxmann's Publications.
6. Indirect Taxes: V.S.Datey ; Taxmann Publications Private Limited
7. Dr. Girish Ahuja and Dr. Ravi Gupta: Systematic approach to Indirect taxation including GST and Customs

Recommended Reading:

1. Taxmann's GST Ready Reckoner (Budget 2019 Edition): By V S Dattey
2. Taxmann's GST Manual with GST Law Guide & Digest of Landmark Rulings (Budget 2019 Edition) Set of 2 Volumes
3. Taxmann's GST Audit and Annual Return (2nd Edition January 2019)
4. GST Law and Analysis with Conceptual Procedures: By Bimal Jain and Isha Bansal (Set of 4 volumes)
5. Taxmann's GST Mini Ready Reckoner (2nd Edition 2019)

E-Resources:

1. www.cbec-gst.gov.in
2. www.idtc.icai.org
3. GST- Series of live webcasts by Indirect Tax Committee
4. GST & Indirect Taxes Committee (ICAI)

Syllabus Change AY 2023-24			
Unit	Deletions/ Additions	% change	Rationale
I	No Deletions/ Additions	0%	To make the syllabus current and relevant
II	No Deletions/ Additions	0%	To make the syllabus current and relevant
III	No Deletions/ Additions	0%	To make the syllabus current and relevant
IV	No Deletions/ Additions	0%	To make the syllabus current and relevant
V	No Deletions/ Additions	0%	To make the syllabus current and relevant

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
(B.Com – CA – TAX) BBA (Digital Marketing)		
Subject	Indian Tax System	
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 – CA – TAX) I BBA (Digital Marketing)		
Subject	Indian Tax System	
II – SEM	TIME: 2 1/2 Hours	Max Marks: 50
MODEL QUESTION PAPER		

Section-I

Answer any Four Questions from the following

4x5 =20 M

- 40. Question (Unit – I)
- 41. Question (Unit – I)
- 42. Question (Unit – II)
- 43. Question (Unit – III)
- 44. Question (Unit – IV)
- 45. Question (Unit – V)
- 46. Question (Unit – V)

Section-II

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

3x10 =30 M

PART – A

- 47. Question (Unit – I)
- 48. Question (Unit – I)
- 49. Question (Unit – II)

PART - B

- 50. Question (Unit – III)
- 51. Question (Unit – IV)
- 52. Question (Unit – V)

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
(I B.Com – CA – TAX) BBA (Digital Marketing)		
Subject	Indian Tax System	
II – SEM	TIME: 21/2 Hours	Max Marks: 50
MODEL QUESTION PAPER		

UNIT -1

ESSAY QUESTIONS

1. Define Tax and its Features and its objectives. BT-1
2. Relate the authorities of Tax system. Bt-2
3. Distinguish Between Direct tax and indirect tax. Bt-4

SHORT QUESTIONS

1. Discuss the objectives of tax. Bt-6
2. Classify the Tax system. Bt-2
3. Distinguish between CBDT and CBIC. Bt-4

UNIT -2

ESSAY QUESTIONS

1. Explain the over view of GST. BT-2
2. Explain the role of GST council. Bt-2
3. Analyze the CGST, SGST and IGST. Bt-4

SHORT QUESTIONS

1. Explain Benefits of GST . BT-1
2. Define UGST. Bt-1
3. Discuss CGST and IGST. Bt-6

UNIT-3

ESSAY QUESTIONS

1. Define Excise duty and its Importance. Bt-1

2. Classify the types of excise duty. BT-4
3. Explain the excise duty on petroleum products. BT-2

SHORT QUESTIONS

1. Discuss excise duty in various states. Bt-6
2. Explain excise duty Before GST. Bt-2
3. Narrate the overview of excise duty in India. Bt-2

UNIT -4

ESSAY QUESTIONS

1. Explain the Taxes and Revenue of state Government. Bt-2
2. Define stamp duty and its Importance. Bt-1
3. Classify the Taxes on Trade and profession .BT-4

SHORT QUESTIONS

1. Define Tax on professions. Bt-1
2. Explain Tax on Electricity. BT-2
3. Discuss stamp duty. BT-6


UNIT -5

ESSAY QUESTIONS

1. Define the tax and its sources in local areas. Bt-1
2. Classify the local taxes. Bt-4
3. Explain the requirement of taxes in local government. Bt-2

SHORT QUESTIONS

1. Define octroi (Local tax). Bt-12.
2. Classify the local taxes. BT-4
3. What is property tax. BT-1

	Pithapur Rajah's Government College (Autonomous) Kakinada	Program & Semester II BBA III SEMESTER			
Course Code	TITLE OF THE COURSE SOCIAL MEDIA MARKETING				
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		3	1	-	3

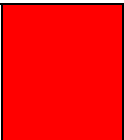
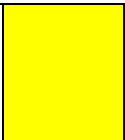

Course Objectives:

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

Course Outcomes:

On Completion of the course, the students will be able to-	
CO1	Understand the Social Media space and tools
CO2	Analyze the effectiveness of your company's and competitors' social media programs
CO3	Design social media programs that directly support business and marketing goals
CO4	Identify the major social media marketing portals that can be used to promote a company, brand, product services.
CO5	Implement a process for planning social media marketing activities.

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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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.
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.

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.
UNIT – IV	Social Media for Marketing-Face book, LinkedIn, Twitter, YouTube. Establishing Relationship with customers social media.
UNIT - V	Social Analytics-Automation and social media-social media and other types of Marketing, Managing Tools of social media.

Referencebooks

- Anderson, C. 2006. *The Long Tail*. Hyperion Books.
- Arndt, J. 1967. *Word of Mouth Advertising: A Review of the Literature*. New York: Advertising Research Foundation.
- Bagozzi, R.P., and U.M. Dholakia. 2006. “Antecedents and Purchase Consequences of Customer Participation in Small Group Brand Communities.” *International Journal of Research in Marketing* 23, no. 1, pp. 45–61.
- Barnes, N.G., and C. Daubitz. 2017. *Time for Re-evaluation? Social Media and the 2016 Inc. 500*. Center for Marketing Research, University of Massachusetts, available online at <http://www.umassd.edu/cmr/socialmedia-research/2017inc500/>
- Battelle, J. 2005. *Search*. Nicholas Brealey Publishing.
- Blau, P.M. 1964. *Exchange and Power in Social Life*. New York: Wiley.

WebLinks:

- <https://www.slideshare.net/niraj7005/social-media-marketing-78991689>
- <https://www.coursera.org/google-digital/marketing-ecomm>
- <https://www.slideshare.net/ExcellenceFoundation/social-media-managementpptx-258078497>
- <https://www.slideshare.net/MuhammadRifqi4/social-media-analytics-236929378>

Activities & Benchmarks Proposed (Table)

Proposed activities:

- Quiz Programs

- Assignments
- 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

Skill development:

This Social Media Marketing Course is designed to enable those new to as well as experienced professionals to gain valuable knowledge and develop new skills. Today, Social Media Marketing of all sizes look for professionals with the perfect balance of technical skills and interpersonal, professional skills to meet their needs. There is no denying the importance of having skilled 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 Social Media Marketing. The time-tested saying, “Social Media ” really is true.
- Maintaining a Social Media Marketing Identifying a Path to Profitability.
- Communicating About Money.
- Forecasting the Future of Your Business.

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
CO 1													
CO 2													
CO 3													
CO 4													
CO 5													

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 Questions5 Marks	Essay Questions10 Marks	Marks allottedto the Unit
Unit – I	2	1	20
Unit – II	1	1	15
Unit – III	1	1	15
Unit – IV	2	1	20
Unit – V	1	2	25
Total No.of.Questions	06	06	95

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II BBBA w.e.f.2020-21		
Subject	SOCIAL MEDIA MARKETING	
III – SEM	TIME: 2 Hours	Max marks : 50

Section-I

Answer any Four Questions from the following

4x5 =20 M

1. Question (Unit – I)
2. Question (Unit – I)
3. Question (Unit – II)
4. Question (Unit – III)
5. Question (Unit – IV)
6. Question (Unit – V)
7. Question (Unit – V)

Section-II

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

3x10 =30 M

PART – A

8. Question (Unit – I)
9. Question (Unit – I)
10. Question (Unit – II)

PART - B

11. Question (Unit – III)
12. Question (Unit – IV)
13. Question (Unit – V)

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II BBA DIGITAL MARKETING		
Subject	SOCIAL MEDIA MARKETING	
III- SEM	TIME: 2 Hours	Max Marks: 50
QUESTION BANK		

Unit 1:

Long Questions

1. Identify the Various type of Social Media Websites? BT3
2. Distinguish between Digital and Social Media marketing. BT4
3. Explain Blogging and types of platforms. BT2

Short Questions

4. Illustrate the social media marketing. BT2
5. Write short notes on digital media marketing. BT 1
6. Explain mobile apps BT2
7. How would you define E-mails BT1

UNIT-2

Long Questions

1. Discuss the social media Management. BT 6
2. Describe the stages in sharing content on social media.
3. Illustrate the do's and don'ts of social media. BT 3

Short Questions

4. Define book marking websites BT 5
5. State the Social media and Target audience. BT1
6. Explain about the Social media tools? BT2

UNIT-3

Long Questions

1. Explain the social media strategy. BT2
2. Define the Monitoring Analysis. BT 5
3. Discuss the Social Media Optimization. BT6

4. Illustrate the Social Media ROI. BT 3

Short Questions

5. State the paid Advertising. BT1
6. Identify the tips of Social Media Marketing. BT3
7. Elaborate the tips of Social Media Marketing. BT6
8. Select the goals of social media strategy. BT1

UNIT-4

Long Questions

1. Elaborate the social media marketing. BT 6
2. Explain social media plat forms helps in business. BT2
3. Define Establishing relationship with customer social media BT1

Short Questions

4. Write short note on YouTube. BT1
5. Explain the concept of costumer relationship. BT2
6. Write short note on LinkedIn. BT1


UNIT-5

Long Questions

1. What are the Managing Tools of social media? BT1
2. Elaborate about the Automation and social media. BT 6
3. Difference between social media and other types of marketing. BT4

Short Questions

4. Illustrate the social Analytics BT2
5. Explain social media and other types of marketing. BT2

	Pithapur Rajah's Government College (Autonomous) Kakinada	Program & Semester II BBA III SEMESTER			
Course Code	TITLE OF THE COURSE SEARCH ENGINE MARKETING				
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		3	1	-	3

Course Objectives:

1. Search Engine Marketing (SEM) is a cost effective way of generating highly relevant leads for business.
2. The best thing about SEM is that it offers contextual targeting, which helps one to target audience based on their interests, location,
3. 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.

Course Outcomes:

On Completion of the course, the students will be able to-	
CO1	Understand the Understand concepts of search engine marketing including various elements of search engine marketing plan. Create effective landing pages by understanding web users' behavior.
CO2	Analyze the effectiveness of your company's and competitors' social search programs
CO3	Design search engine programs that directly support business and marketing goals
CO4	Identify the major search engine marketing portals that can be used to promote a company, brand, product services.
CO5	Implement a process for planning search engine marketing activities.

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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UNIT - I	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 - II	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
UNIT III	Bid Management Plan Understand bidding strategy, Manual vs. Automated bid management, Different bid management features like CPA bidding, position preference etc. Google Ads bidding strategies. Top PPC bid management tips for maximizing returns.
UNIT - IV	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.
UNIT - V	SEM management (other techniques) re-marketing, mobile advertising, display & video formats, optimize the display network campaigns and track & measure views through conversions.

Textbooks:

1. Pay-Per-Click Search Engine Marketing: An Hour a Day by David Szetela, Joseph Kerschbaum
2. Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Website (IBMPress) 3rd Edition, Kindle Edition by Mike Moran, Bill Hunt.
3. A Beginners Guide to Paid Search Marketing: Search Engine Marketing for Beginners by Tarek Riman (2020)
4. Pay Per Click Search Engine Marketing For Dummies by Peter Kent (2006).

REFERENCES

- Google Search Central Blog.
- Search Engine Optimization (SEO) Starter Guide By Google Search Central.
- Google Analytics Academy.
- a. Bing Webmaster Guideline.

WebLinks:

1. <https://www.slideshare.net/SlideTeam1/bid-management-powerpoint-presentation-slides-230506420>
2. <https://www.slideshare.net/mrasadiya/search-engine-marketing-34506056>
3. <https://www.slideshare.net/dignitasdigital/ui-ux-design-presentation>

Activities & Benchmarks Proposed (Table)

Proposed activities:

- Quiz Programs
- Assignments
- 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

Skill development:

This Search Engine Marketing Course is designed to enable those new to as well as experienced professionals to gain valuable knowledge and develop new skills. Today, Search Engine Marketing of all sizes look for professionals with the perfect balance of technical skills and interpersonal, professional skills to meet their needs. There is no denying the importance of having skilled 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 Search Engine Marketing. The time-tested saying, really is true.
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- Forecasting the Future of Your Business.

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO 1													
CO 2													
CO 3													
CO 4													
CO 5													

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	TypeOf 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 Questions5 Marks	Essay Questions10 Marks	Marks allottedto the Unit
Unit – I	2	1	20
Unit – II	1	1	15
Unit – III	1	1	15
Unit – IV	2	1	20
Unit – V	1	2	25
Total No.of.Questions	06	06	95

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II BBBA w.e.f.2020-21		
Subject	SEARCH ENGINE MARKETING	
III – SEM	TIME: 2 Hours	Max marks : 50

Section-I

Answer any Four Questions from the following

4x5 =20 M

14. Question (Unit – I)
15. Question (Unit – I)
16. Question (Unit – II)
17. Question (Unit – III)
18. Question (Unit – IV)
19. Question (Unit – V)
20. Question (Unit – V)

Section-II

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


3x10 =30 M

PART – A

21. Question (Unit – I)
22. Question (Unit – I)
23. Question (Unit – II)

PART - B

24. Question (Unit – III)
25. Question (Unit – IV)
26. Question (Unit – V)

	Pithapur Rajah's Government College (Autonomous) Kakinada	Program & Semester II BBA III SEMESTER			
Course Code	TITLE OF THE COURSE SEARCH ENGINE OPTIMIZATION				
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		3	1	-	3

Course Objectives:

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

Course Outcomes:

On Completion of the course, the students will be able to-	
CO1	Understand the Search Engine optimization space and tools Learn what search engine optimization (SEO) is and how a Web site needs to be structured.
CO2	Analyze Appreciate the constructs of search engine-friendly Web sites.
CO3	Design social media programs that directly support business and marketing goals
CO4	Identify the major Attract inbound Links from other Web Sites.
CO5	Implement a process for planning search optimization marketing activities.

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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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, Managing spiders/robots, Crawlability, Rewriting pages, Subdomains, Alexa ranking, Image optimization, Search Engine Optimisation analysis, crawler issues, remove urls, sitemap submission
UNIT III	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 - 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 worthless links, Quality directories Performing and Implementing SEO SEO goals, and Commercial intent, Fixing broken links, Sitemaps, Useful directory links, complaining to searchengines, How to address a copyright violation
UNIT - V	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

Textbooks:

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

Referencebooks

1. The art of Search Engine optimizatiojn
2. Search engine journal.
3. SEO blue print.

WebLinks:

<https://www.slideshare.net/ChandraShekharJoshi21/seo-ppt-72564528>

1. <https://www.slideshare.net/slideshow/a-robotstxt-guide-for-seo-beginners/61948281>
2. <https://www.slideshare.net/MediaMosaic/top-5-benefits-of-seo-72655617>
3. <https://www.slideshare.net/arniontech/seo-presentation-13885124ies>

Proposed activit

- Quiz Programs
- Assignments
- 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

Skill development:

This Search Engine Optimization Course is designed to enable those new to as well as experienced professionals to gain valuable knowledge and develop new skills. Today, Search Engine Optimization of all sizes look for professionals with the perfect balance of technical skills and interpersonal, professional skills to meet their needs. There is no denying the importance of having skilled working in or

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
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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	2	1	20
Unit – V	1	2	25
Total No.of.Questions	06	06	95

R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II BBBA w.e.f.2020-21		
Subject	SEARCH ENGINE OPTIMIZATION	
III – SEM	TIME: 2 Hours	Max marks : 50

Section-I

Answer any Four Questions from the following

4x5 =20 M

- 27. Question (Unit – I)
- 28. Question (Unit – I)
- 29. Question (Unit – II)
- 30. Question (Unit – III)
- 31. Question (Unit – IV)
- 32. Question (Unit – V)
- 33. Question (Unit – V)

Section-II

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


3x10 =30 M

PART – A

- 34. Question (Unit – I)
- 35. Question (Unit – I)
- 36. Question (Unit – II)

PART - B

- 37. Question (Unit – III)
- 38. Question (Unit – IV)
- 39. Question (Unit – V)

	Pithapur Rajah's Government College (Autonomous) Kakinada	Program & Semester II BBA III SEMESTER			
Course Code	TITLE OF THE COURSE WEB ANALYSIS				
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		3	1	-	3

Course Objectives:

Web analytics course covers the basics concepts of digital Analytics and drives students into learning digital analytics from both a managerial and technical perspective.

Course Outcomes:

On Completion of the course, the students will be able to-	
CO1	Understand the Web analysis and tools
CO2	Analyze the Read and understand in a proper way the main key metrics
CO3	Design digital analytics Manage web and social analytics marketing goals
CO4	Identify the principles to drive marketing campaign or strategies.
CO5	Implement a process for planning Web analysis activities.

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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UNIT - I	<p>Getting started with Web Analytics-The digital media: owned, earned and paid media - WebAnalytics platforms overview - Getting started with digital analytics - Main KPIs about digitalanalytics - 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</p>
UNIT - II	<p>Introduction to Ecommerce Analysis & App Analytics – Understanding Customers - Understanding Shopping Behavior - Introduction to Mobile App Analytics - Attracting New Users-Measuring behavior</p>
UNIT III	<p>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-TwitterInsights</p>
UNIT - IV	<p>Traffic sources - Direct, referring, and search traffic- Campaigns- Ad Words, Ad senseContent - Pages and Landing Pages-Event Tracking and Ad Sense - Site Search Visitors- Unique visitors-Geography candy language information Technical reports Benchmarking, Actionable insights and the big picture Recap of Google Analytics Reports and tools - Finding action able night s- Getting the organization involved-Creating a data-driven culture- Resources</p>
UNIT - V	<p>Social Analytics & User Generated Contents – Definition of User Generated Contents - Gettingstarted with Web Listening - Main KPIs about web listening - Main weblisting platforms- Free tool sfor web listening analysis</p>

Textbooks:

2. ult of Analytics: Driving online marketing strategies using web analytics Steve Jackson.
3. Information Dashboard Design: The Effective Visual Communication Of Data Stephen Few.
4. Big Data & Analytics: O poder de transformar dados em inteligência artificial e o impacto na competitividade empresarial Nadine Côte-Real.

Referencebooks

1. Web Analytics Strategies for Information Professionals (English ,Paperback, Farney Taba tha)
2. Web Analytics Action Hero: Using Analysis to Gain Insight and Optimize Your Business: Brent Dykes
3. Complete Web Monitoring: Alistair Crolland Sean Power

WebLinks:

1. <https://www.slideshare.net/zanorte/ecommerce-analytics-80866549>
2. <https://www.slideshare.net/zanorte/ecommerce-analytics-80866549>
3. <https://www.slideshare.net/slideshow/tag-management-systems/30532201>
4. <https://www.slideshare.net/gudiyaparii/website-traffic-135157277>
5. <https://www.slideshare.net/ssnat/what-is-social-analysis-18346186>

Proposed activities:

- Quiz Programs
- Assignments
- 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

Skill development:

This Web Analysis Course is designed to enable those new to as well as experienced professionals to gain valuable knowledge and develop new skills. Today, Web Analysis of all sizes look for professionals with the perfect balance of technical skills and interpersonal, professional skills to meet their needs. There is no denying the importance of having skilled 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 Web Analysis. The time-tested saying, "Social Media " really is true.
- Maintaining a Web Analysis Identifying a Path to Profitability.
- Communicating About Money.
- Forecasting the Future of Your Business.

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
CO 1													
CO 2													
CO 3													
CO 4													
CO 5													

B

LUE 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
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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	2	1	20
Unit – V	1	2	25
Total No.of.Questions	06	06	95

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II BBBA w.e.f.2020-21		
Subject	WEB ANALYSIS	
III – SEM	TIME: 2 Hours	Max marks : 50

Section-I

Answer any Four Questions from the following

4x5 =20 M

- 40. Question (Unit – I)
- 41. Question (Unit – I)
- 42. Question (Unit – II)
- 43. Question (Unit – III)
- 44. Question (Unit – IV)
- 45. Question (Unit – V)
- 46. Question (Unit – V)

Section-II

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


3x10 =30 M

PART – A

- 47. Question (Unit – I)
- 48. Question (Unit – I)
- 49. Question (Unit – II)

PART - B

- 50. Question (Unit – III)
- 51. Question (Unit – IV)
- 52. Question (Unit – V)

	Pithapur Rajah's Government College (Autonomous) Kakinada	Program & Semester II BBA IV SEMESTER			
Course Code	TITLE OF THE COURSE AFFILIATE MARKETING				
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		3	1	-	3

Course Objectives:

1. Affiliate Marketing has been designed to give you the skills, knowledge, insights and tools that will immediately help to improve your organizations marketing goals.
2. Affiliate Marketing helps to Promote Your Own Business In An Effective Manner.

Course Outcomes:

On Completion of the course, the students will be able to-	
CO1	Understand the Affiliate marketing helps in building performance-base. It helps broaden your audience.
CO2	Analyze the Affiliates can boost your reputation. It's cost effective. Affiliates can rapidly scale your traffic and sales
CO3	Design Affiliate marketing programs that directly support business and marketing goals
CO4	Identify the major Affiliate marketing portals that can be used to promote a company, brand, product services.
CO5	Implement a process for planning search engine marketing activities.

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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UNIT - I	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 - II	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.
UNIT III	Types of Affiliate Marketing Search affiliates-Price comparison service website Loyalty websites-Cause related and coupon websites Content and niche market website Personal weblogs and website syndicates-Email marketing and shopping directories Registration or co-registration affiliates-File sharing affiliates.
UNIT - IV	Strategies to improve affiliate marketing - affiliate links and how to deal with them-promoting your affiliate program-overcoming the challenges of affiliate marketing, performing market analysis and market research-market strategies establishment-affiliate marketing and organic search optimization.
UNIT - V	Setting Up affiliate Marketing Program - How to attract affiliates-Hosting and implementing an affiliate program-Growing your Affiliate Numbers. Setting up an affiliate program-Affiliate network service agreement-Data feeds and customer returns. Merchants/publisher management-Affiliate program promotion and content pages, Screen Affiliates-Combating affiliate fraud

Textbooks:

1. Bruce C. Brown: The Complete Guide to Affiliate Marketing on the Web: How to Use and Profit from Affiliate Marketing Programs. (2008)
2. Eugenia Prussakov: Affiliate Program Management: An Hour a Day (2011).
3. Affiliate Marketing 2023 - Step by Step Michael Gordon Cohen (2023).
4. Evergreen Affiliate Marketing: Master the Mindset, Learn the Strategies and Apply the Systems Used by the World's Wealthiest Affiliate Marketers. Nate McCallister, Iram Allam, et al.(2021)

REFERENCES

- Affiliate Marketing: The Beginner's Step By Step Guide by Kevin Ulaner. ...
- Performance Partnerships by Robert Glazer. ...
- Trust Me, I'm Lying by Ryan Holiday. ...
- Work Energy by Jim Harmer. ...
- Crushing It!

Proposed activities:

- Quiz Programs
- Assignments
- Problem Solving exercises
- Co-operative learning
- Seminar
- Visit a Affiliate markets, collect data and Creation of market systems
- Visit organization and collect marketing methods
- Critical analysis of Affiliate markets
- Visit organization and collect data for affiliate markets

Skill development:

This Affiliate markets Course is designed to enable those new to as well as experienced professionals to gain valuable knowledge and develop new skills. Today, Affiliate markets of all sizes look for professionals with the perfect balance of technical skills and interpersonal, professional skills to meet their needs. There is no denying the importance of having skilled working in or for your business. Whether you're an entrepreneur managing

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 Questions5 Marks	Essay Questions10 Marks	Marks allottedto the Unit
Unit – I	2	1	20
Unit – II	1	1	15
Unit – III	1	1	15
Unit – IV	2	1	20
Unit – V	1	2	25
Total No.of.Questions	07	06	95

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II BBBA w.e.f.2020-21		
Subject	AFFILIATE MARKETING	
IV – SEM	TIME: 2 Hours	Max marks : 50

Section-I

Answer any Four Questions from the following

4x5 =20 M

- 53. Question (Unit – I)
- 54. Question (Unit – I)
- 55. Question (Unit – II)
- 56. Question (Unit – III)
- 57. Question (Unit – IV)
- 58. Question (Unit – V)
- 59. Question (Unit – V)

Section-II

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


3x10 =30 M

PART – A

- 60. Question (Unit – I)
- 61. Question (Unit – I)
- 62. Question (Unit – II)

PART - B

- 63. Question (Unit – III)
- 64. Question (Unit – IV)
- 65. Question (Unit – V)

	Pithapur Rajah's Government College (Autonomous) Kakinada	Program & Semester II BBA IV SEMESTER			
Course Code	TITLE OF THE COURSE SEM RUSH				
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		3	1	-	3

Course Objectives:

1 SEM Rush is an SEO tool that does keyword research, tracks the key word strategy used by competitors, runs an SEO audit of a blog and looks for back-linking opportunities

Course Outcomes:

On Completion of the course, the students will be able to-	
CO1	Understand the save time & budget. Stay creative with your content while Semrush takes care of the data. Over 7 million users have registered for Semrush.
CO2	Analyze & appreciate the constructs of SEO Rush-friendly Web sites.
CO3	Design SEO Rush that directly support business and marketing goals
CO4	Identify the major attract inbound links from other Web Sites.
CO5	Implement a process for planning search optimization SEO Rush activities.

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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UNIT - I	Keyword Research: Analyze Search Intent Instantly with Semrush- Keyword Research-The Ultimate Keyword Research Checklist-Semrush Keyword Difficulty: Now More Accurate Than Any Other Tool-How to Use Semrush for Keyword Research
UNIT - II	Keyword Ranking: How to Track Your Keywords on Google (with Semrush)- Search Engine Ranking: How to Use Semrush to Track Keywords and Positions-How To Measure SEO Share of Voice on Semrush-How To Use Semrush Sensor To Get SERP Volatility Insights-How to Track SERP Rankings with the Semrush Position
UNIT III	LINK Building: How to Use Outreach for Link Building- Ways to Make the Best of SEO Link Building with Semrush-Semrush Backlinks Update 2021: How We Built a New Backlinks-Fastest Backlink Discovery Tool as A semrush
UNIT - IV	Social Media and Local SEO: How to Use the Free Semrush Social Media Tool for Every Platform-Effective Online Reputation Management: Reasons To Monitor Mentions-How to Track SEO in Multiple Cities with Semrush –How To Improve Your Local SEO
UNIT - V	SEO Traffic Analysis and Competitor Research: How to Target and Win SERP Features- How to Find Marketing Insights Using Audience Overlap-Progress Report in Just 4Steps:How - How to Analyze Competitor Website Traffic with. Trends-Competitor Insights

Textbooks:

1. SEMrush for Advanced Digital Marketing Strategy by Justin Womack 2017, Publisher-Packt
2. SEM Rush: A Guide to Complete SEO and PPC Dominance by Matthew Powell 2017 Publisher: Matthew Powell

REFERENCES:

1. Google Search Central Blog.
2. Search Engine Optimization (SEO) Starter Guide By Google Search Central.
3. Google Analytics Academy.
4. a. Bing Webmaster Guideline

WebLinks:

1. <https://www.slideshare.net/ThaaraniNivi/semrushpptx>
2. <https://www.slideshare.net/slideshow/search-engine-ranking-101/31674161>
3. <https://www.slideshare.net/chaitanyaraavi/link-building-ppt>
4. <https://www.slideshare.net/VivekPatel160/local-seo-presentation-70516314>
5. <https://www.slideshare.net/gudiyaparii/website-traffic-135157277>

Proposed activities:

- Quiz Programs
- Assignments
- Problem Solving exercises
- Co-operative learning
- Seminar
- Visit a SEM Rush, collect data and Creation of search SEM Rush
- Visit the companies and collect methods of search SEM Rush
- Critical analysis of search SEM Rush engine schemes

Skill development:

This SEM Rush Course is designed to enable those new to as well as experienced professionals to gain valuable knowledge and develop new skills. Today, SEM Rush of all sizes look for professionals with the perfect balance of technical skills and interpersonal, professional skills to meet their needs. There is no denying the importance of having skilled 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

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 Questions5 Marks	Essay Questions10 Marks	Marks allottedto the Unit
Unit – I	2	1	20
Unit – II	1	1	15
Unit – III	1	1	15
Unit – IV	2	1	20
Unit – V	2	2	25
Total No.of.Questions	07	06	95

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II BBBA w.e.f.2020-21		
Subject	SEO RUSH	
IV – SEM	TIME: 2 Hours	Max marks : 50

Section-I

Answer any Four Questions from the following

4x5 =20 M

1. Question (Unit – I)
2. Question (Unit – I)
3. Question (Unit – II)
4. Question (Unit – III)
5. Question (Unit – IV)
6. Question (Unit – V)
7. Question (Unit – V)

Section-II

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


3x10 =30 M

PART – A

8. Question (Unit – I)
9. Question (Unit – I)
10. Question (Unit – II)

PART - B

11. Question (Unit – III)
12. Question (Unit – IV)
13. Question (Unit – V)

	Pithapur Rajah's Government College (Autonomous) Kakinada	Program & Semester II BBA IV SEMESTER			
Course Code	TITLE OF THE COURSE SEARCH ENGINE OPTIMIZATION				
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		3	1	-	3

Course Objectives:

1. To make reports and help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results

Course Outcomes:

On Completion of the course, the students will be able to-	
CO1	Understand the Submit site maps and individual URLs for crawling.
CO2	Analyze Review index cover age to make sure that Google has the freshest view of website...
CO3	Design Search engine optimization that directly support business and marketing goals
CO4	Identify the major Attract inbound Links from other Web Sites.
CO5	Implement a process for planning search optimization marketing activities.

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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UNIT - I	Overview: Performance :total clicks, total impression, avg. CTR, avg position - URL Inspection: URL on is Google – view crawled page–view source, learn more option
UNIT - II	Index: Coverage: valid, excluded, valid with warnings, submitted and indexed, discovery, referring page ,pages with errors, valid pages -Sitemaps-add newsitemap,submittedsitemaps,type,submitted,lastread,status,discoveredURLs.
UNIT III	Enhancements:--Core web vitals -Mobile usability-AMP- bread crumbs-FAQ- How to-Logos- Review snippets-Site Links Search box
UNIT - IV	Security & Manual Actions: Manual actions-How do I remove Manual Actionsin Search Engine Optimization-security issues and its report-
UNIT - V	Legacy Tools and Reports: Links-settings-submit feedback- about new version- International targeting-messages-URL parameters-web Tools

Textbooks:

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

Referencebooks

4. The art of Search Engine optimizatiojn
5. Google search console: Knowledge panel by Sajith Thomo sand Evin Jaison 2016 Google
6. SearchConsole:ACompleteGuidebyGerardusBlokdyk2018,Bookshoutpublis hers Search engine journal.
7. SEO blue print.

WebLinks:

1. <https://www.slideshare.net/ChandraShekharJoshi21/seo-ppt-72564528>
2. <https://www.slideshare.net/HarishKarthick3/web-vitals>
3. <https://blog.hubspot.com/marketing/google-search-console>
4. <https://www.slideshare.net/gouravkottawar/legacy-system>
5. <https://www.slideshare.net/slideshow/a-robotstxt-guide-for-seo-beginners/61948281>

6. <https://www.slideshare.net/MediaMosaic/top-5-benefits-of-seo-72655617>
7. <https://www.slideshare.net/arniontech/seo-presentation-13885124ies>:

Proposed activities:

- Quiz Programs
- Assignments
- Problem Solving exercises
- Co-operative learning
- Seminar
- Visit search engine optimizations, collect data and Creation of search engine optimization
- Visit the companies and collect methods of search engine optimization
- Critical analysis of search engine schemes

Skill development:

This Search Engine Optimization Course is designed to enable those new to as well as experienced professionals to gain valuable knowledge and develop new skills. Today, Search Engine Optimization of all sizes look for professionals with the perfect balance of technical skills and interpersonal, professional skills to meet their needs. There is no denying the importance of having skilled 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 Search Engine Optimization. The time-tested saying, really is true.

- Maintaining a Social Media Marketing Identifying a Path to Profitability.
- Communicating About Money.
- Forecasting the Future of Your Business.

CO-PO Mapping:

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

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1													
CO2													
CO3													
CO4													
CO5													

BLUE PRINT FOR THE QUESTION PAPER SETTING

S.No	TypeOf 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 Questions5 Marks	Essay Questions10 Marks	Marks allottedto the Unit
Unit – I	2	1	20
Unit – II	1	1	15
Unit – III	1	1	15
Unit – IV	2	2	30
Unit – V	1	2	25
Total No.of.Questions	07	06	95

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II BBBA w.e.f.2020-21		
Subject	SEARCH ENGINE OPTIMIZATION	
IV – SEM	TIME: 2 Hours	Max marks : 50

Section-I

Answer any Four Questions from the following

4x5 =20 M

- Question (Unit – I)
- Question (Unit – I)
- Question (Unit – II)
- Question (Unit – III)
- Question (Unit – IV)
- Question (Unit – V)
- Question (Unit – V)

Section-II

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


3x10 =30 M

PART – A

- Question (Unit – I)
- Question (Unit – I)
- Question (Unit – II)

PART - B

- Question (Unit – III)
- Question (Unit – IV)
- Question (Unit – V)

	Pithapur Rajah's Government College (Autonomous) Kakinada	Program & Semester II B.COM IV SEMESTER			
Course Code	CORPORATE TAXATION II B.COM (Tax Procedure and Practices)				
Teaching	Hours Allocated: 60 (Lab)	L	T	P	C
Pre-requisites:		0	0	3	2

Course Objectives:

1. To develop critical thinking and problem-solving skills related to taxation.
2. To recognize potential opportunities for tax savings and tax planning.
3. 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	Students would identify the technical terms related to Income Tax.	Remembering & Understanding
CO2	Students would determine the residential status of an individual and scope of total income.	Application
CO3	Students would compute income from salaries, house property business/profession, capital gains and income from other sources	Analyzing
CO4	Students would discuss the various benefits/ deductions under Chapter VI-A of the Income tax act, 1961	Remembering & Application
CO5	Students would compute the net total income of an individual	Application

Skill Development		Employability		Entrepreneurship	
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Syllabus:

UNIT-I	<ol style="list-style-type: none">1. Introduction: Company – Meaning – Residential Status (5 Hours)2. Incidence of Tax of a Company – Types of Companies (5 Hours)
UNIT-II	<ol style="list-style-type: none">1. Tax Provisions of Companies: Income from Business or Profession, Tax Provisions for certain types of businesses (5 Hours)2. Capital Gains, Income from Other Sources – Tax Provisions for off shore and Special Tax Zones. (5 Hours)
UNIT-III	<ol style="list-style-type: none">1. Computation of Taxable Income: Computation of Gross Total Income – Deductions (5 Hours)2. Carry-forward and set-off of losses - Minimum Alternative Tax (MAT). (5 Hours)
UNIT-IV	<ol style="list-style-type: none">1. Filing of Return and Assessment (5 Hours)2. Procedure for Filing Returns, e-Filing, Assessment, Reassessment and Settlement of Cases, Special Procedure for Assessment of Search Cases. (5 Hours)
UNIT-V	<ol style="list-style-type: none">1. Tax Authorities and Administration: Powers and Duties – Appeals and Revisions (5 Hours)2. Tax Administration - Collection of Tax at Source – Advance payment of Tax – Recovery and Refund of Tax – Penalties, Offences and Prosecution. (5 Hours)

Textbooks:

Reference:	<ol style="list-style-type: none">1. T.S.Reddy & Y.Hari Prasad Reddy, Income Tax Theory, Law and Practice, Margham Publications, Chennai2. Vinod K Singhanian, Students' Guide to Income Tax, Taxman Publication.3. R. Bupathy, A study on Income Tax & CST, Prime Knowledge Series, Chennai.4. Mehrotra & Sr. Goyal, Income tax Law and Accounts, Sahitya Bhavan Publication5. Direct taxes law & practice – Vinod K Singhanian, KapilSinghanian, Taxmann's6. Direct taxes law & practice – GirishAhuja, Dr. Ravi Gupta, Bharat'7. Direct taxes law & practice – BB Lal – Pearson's8. Indirect taxes law & practice – V.S. Datey, Taxmann's9. Indirect taxes – V. Nagaragan, Asia Law house10. Central Exercise Manual – Law & procedure – P. Verra Reddy, Asia Law house
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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>

Activities:

- Seminar on different topics of corporate taxation
- Quiz programs
- Problem Solving Exercises
- Debate on Tax Evasion and Avoidance
- Practice of provisions of Taxation
- Visit a Tax firms
- Talk on Finance Bill at the time of Union Budget Guest lecture by Chartered Account

Skill Development:

Income Tax Act provides deduction towards expenditure incurred on the skill development project. Whereas, rule6AAF of the Income Tax Rules provides the guidelines to be followed by the company in order to notify the skilldevelopment.

Employability:

An individual's entire remuneration/salary received from an employer for services rendered in India is taxable inIndia. 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 2024-25			
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

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM (Tax Procedure and Practices		
Subject	CORPORATE TAXATION	
IV– SEM	TIME: 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	7	5	35	4	5	20
2	Essay Questions	6	10	60	3	10	30
TOTAL MARKS				95	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	1	1	15
Module – IV	2	1	20
Module – V	1	1	15
Total No. of Questions	07	06	95

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM (Tax Procedure and Practices		
Subject	CORPORATE TAXATION	
IV – SEM	TIME: 2 Hours	Max marks : 50

SECTION-I

Answer any Four Questions from the following

4x5 =20 M

1. Content of (Unit – I) (theory)
2. Content of (Unit – I) (theory)
3. Content of (Unit – II) (theory)
4. Content of (Unit – III) (theory)
5. Content of (Unit – IV) (theory)
6. Content of (Unit – V) (theory)
7. Content of (Unit – V) (theory)

SECTION-II

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

3x10 =30

M

PART – A

8. Content of (Unit – I) (theory)
9. Content of (Unit – I) (theory)
10. Content of (Unit – II) (theory or problem)

PART - B

11. Content of (Unit – III) (theory or problem)
12. Content of (Unit – IV) (theory)
13. Content of (Unit – V) (theory)

P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA		
II B.COM (Tax Procedure and Practices		
Subject	CORPORATE TAXATION	
IV – SEM	TIME: 2 Hours	Max marks : 50

Question Bank

UNIT- I: COMPANY INTRODUCTION:

ESSAY QUESTIONS:

1. Define Company? Discuss types of companies under income tax Act1961 (BT LEVEL 1)
2. Summarizing the Residential status of a company. (BT LEVEL 2)
3. Explain the types of income in case of companies. (BT LEVEL 2)

SHORT QUESTIONS:

1. Write about importance of residential status (BT LEVEL 2)
2. Classifying of residential status (BT LEVEL 2)
3. Discuss the objectives company (BT LEVEL 1)

UNIT- II:

ESSAY QUESTIONS: TAX PROVISIONS OF COMPANIES:

1. Define provision for income tax and how do you calculate. (BT LEVEL 1& 2)
2. Discuss the general deductions allowed from income of business or profession. (BT LEVEL 2)
3. Explain the exemptions available under the head capital gain (BT LEVEL 2)
4. Illustrate Total income (problem). BT3

SHORT QUESTIONS:

1. Knowledge on provision for income tax. (BT LEVEL 1)
2. Discuss speculation loss (BT LEVEL 1)
3. Write about types of securities. (BT LEVEL 2)

UNIT-III: COMPUTATION OF TAXABLE INCOME:

ESSAY QUESTIONS:

1. Discuss the conditions subjected to which losses are allowed to be set off the current and carried forward. (BT LEVEL 1)
2. Explain the provisions regarding carry forward and set off of losses.(BT LEVEL 2)
3. Explain in detail about the provisions of sec 80C and 80TTA. (BT LEVEL 2)
4. Illustrate Total income (problem). BT3

SHORT QUESTIONS:

1. Define gross total income. (BT LEVEL 1)
2. Write about minimum alternative tax (BT LEVEL 2)
3. Write about provision for carrying forward of losses. (BT LEVEL 2)

UNIT-IV: FILING OF RETURN AND ASSESSMENT:

ESSAY QUESTIONS:

1. Knowledge on Assessment? Explain different kinds of Assessment under income tax Act? (BT LEVEL 1)
2. Explain the provisions for filing Income Tax Returns? (BT LEVEL 2)
3. Define Permanent Account Number? Explain the procedure to apply for Permanent Account Number (BT LEVEL 1)
4. Write the different methods of Filing the Returns? (BT LEVEL 2)

SHORT QUESTIONS:

1. Define Assessment.(BT LEVEL 1)
2. Explain Filing of Returns. (BT LEVEL 1)
3. Write about Self-Assessment. (BT LEVEL 2)
4. Discuss the Rectification of mistake. (BT LEVEL 1)

UNIT-V TAX AUTHORITIES AND ADMINISTRATION:

ESSAY QUESTIONS:

1. Define Central Board of Direct Taxes? Explain its powers.(BT LEVEL 1 & 2)
2. Explain the procedure for filing an appeal & returns.(BT LEVEL 2)
3. Discuss the powers & duties of income tax authorities. (BT LEVEL 1)
4. Explain the objectives and functions of tax Authorities? .(BT LEVEL 2)

SHORT QUESTIONS:

1. Define Tax Administration. (BT LEVEL 1)
2. Discuss the Assessment of income tax officer (BT LEVEL 1)
3. Write about the Advance payment of Tax. (BT LEVEL 2)