Second Year Syllabus
Department of Marketing

Four-Year B.B.A. (Honours) Course
Effective from the Session : 2013–2014
National University

Subject: Marketing

Syllabus for Four Year BBA Honours Course
Effective from the Session: 2013-2014

Year wise Papers and marks distribution.

**Second Year**

<table>
<thead>
<tr>
<th>Paper Code</th>
<th>Paper Title</th>
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<th>Credits</th>
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**Detailed Syllabus**

**Paper Code : 222301**  **Marks : 100**  **Credits : 4**  **Class Hours : 60**

**Paper Title :** BUSINESS COMMUNICATION

1. **Fundamentals of Business Writings:** Basic Introductory Words; Adaptation and the Selection of Words; Construction of Clear Sentences and Paragraphs; Writing for Effect.

2. **Pattern of Business Letters:** Directness in Initiating Routine Letters; Answering Routine Letters; Indirectness for Bad News and Persuasion; Memorandums.

3. **Applications to Specific Letter Situations:** Persuasion in Sales Writing; Pattern Variations in Collections; Strategy in Job Application.

4. **Fundamentals of Report Writing:** Basics of Report Writing; Report Structure, the Shorter Form; Long Formal Reports.

5. **Standards and Physical Aspects of Communication:** Graphic Aids to Communication; Physical Presentation of Reports & Letters; Correctness of Communication.

6. **Other Forms of Business Communication:** Public Speaking and Oral Reporting; Different Forms of Oral Communication; Documentation and Bibliography.
Book Recommended:


Reference Book:


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<tr>
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<tbody>
<tr>
<td>FUNDAMENTALS OF FINANCE</td>
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3. **Time value of Money**: Simple and compound interest- Future value (FVn) and Present value (PVo) – Discount rate- Annuities, Ordinary Annuity and Annuity Due, Compounding more than once a year.

4. **Valuation of Long Term Securities**: Book Value vs. Market Value- Bond, Face value, Coupon rate, bond with finite maturity- Semi-annual compounding of interest- Preferred stock, and Common stock valuation- Constant growth, yield to maturity (YTM) on bonds.


6. **Capital Budgeting**: Capital budgeting and its process- Generating investment- Project Proposals- Estimating project after tax incremental operating cash flow- Sunk cost and opportunity cost- Alternative methods for evaluation and selection of project- Payback period (PBP)- Internal Rate of Return (IRR) under interpolation- Net Present value (NPV) – Profitability Index (PI).

7. **Cost of Capital**: Value creation- Cost of debt- Preferred stock and equity – CAPM approach, Beta- Risk free rate & Market Return- WACC.

8. **Short Term Financing**: COD-CBD- Credit with or without Discount- Seasonal dating under spontaneous source- Trade acceptance – Commercial paper- Factoring – Bank loan under negotiated source.

10. **Mid Term Financing:** Term loan and its major sources- Chattel mortgage, conditional sale- Lease and its different ways of classifications- Traditional lease- Sale and lease back system- Leveraged lease.

**Book Recommended :**

   Pearson Education Inc. (Aisa), New Delhi

**Reference Book:**


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<tbody>
<tr>
<td>Paper Title :</td>
<td>BUSINESS STATISTICS- I</td>
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1. **What and Why**

2. **Collection of Data**
   Secondary Data- Internal Data- Primary Data- Designing a Questionnaire- Pretestign the Questionnaire- Specimen Questionnaire- Editing Primary Data- Problems.

3. **Presentation of Data**
   Classification of Data- Formation of a Frequency Distribution- Classification according to Class Intervals- Principles of Classification- Tabulation of Data- Review of the Table- Types of Tables- Parts of a Table- Charting Data- General Rules for Constructing Diagrams- Types of Diagrams- One-Dimensional or Bar Diagrams- Two- Dimensional Diagrams- Pictograms and Cartograms- Choice of a Suitable Diagram- Graphs- Graphs of Time Series or Line Graphs- Graphs of Frequency Distributions- Limitations of Charts- Problems.

4. **Measures of Central Tendency**

5. **Measures of Variation**
Introduction- Significance of Measuring Variation- Properties of a Good Measure of Variation- Methods of Studying Variation- Range- The Interquartile Range or Quartile Deviation- The Average Deviation- The Standard Deviation- Lorenz Curve- Which Measure of Variation to Use? – Miscellaneous Illustrations- Problems.

6. **Skewness, Moments and Kurtosis**
   Measures of Skewness- Moments- Kurtosis- Miscellaneous Illustrations- Problems.

7. **Correlation Analysis**

8. **Regression Analysis**

9. **Index Numbers:** Concepts and Applications
   Uses of Index Numbers- Problems in the Construction of Index Numbers- Methods of Constructing Index Numbers- Unweighted Index Numbers- Weighted Index Numbers- Quantity Index Numbers- Volume Index Numbers- Tests for Perfection- The Chain Index Numbers- Base Shifting, Splicing and Deflating the Index Numbers- Consumer Price Index Numbers- Index Numbers of Industrial Production- Limitations of Index Numbers- Miscellaneous Illustrations- Problems.

10. **Business Forecasting and Time Series Analysis:**

**Book Recommended:**

1. Theory of Sets
   A Set- Elements of a Set- Methods of Describing a Set- Types of Sets- Venn Diagrams-
   Operations on Sets- Intersection of Sets- Union of Sets- Complement of a Set- De- Morgan’s
   Law- Difference of two Sets- Symmetric Difference- Algebra of Sets- Duality- Partition of a
   Set- Regrouping of the Sets- Number of Elements in a Finite Set- Ordered Pair- Cartesian
   Product- Set Relations- Properties of Relations- Binary Relations- Functions or Mapping –
   Types of Mapping.

2. Real Number System
   Number System- The Natural Numbers (N)- Addition on N- Multiplication on N- Order
   Relations on N- The Integers (I) – Prime Numbers (P) – Modulo (m)- Rational Numbers (Q)-
   Properties of (Q) – Irrational Numbers (Ri)- Real Numbers (R)- Properties of (R)- Modulus
   of Real Number-Imaginary Numbers- Complex Numbers.

3. Indices and Surds
   Indices- Positive Indices- Fractional Indices- Operation with Power Functions- Surds-
   Operations on Surd- Rationalising Factor- Root of Mixed Surd.

4. Logarithms
   Introduction- Laws of Operations- Logarithmic Tables- Operations with Logarithms-
   Compound Interest- Depreciation- Annuities.

5. Equations: Linear, Quadratic, Cubic and Higher Order
   Equations- Identities- Inequalities-Grouping Symbols- General Solution-Degree of an
   Equation- Simultaneous Linear Equations-Quadratic Equations- Solution of Quadratic
   Equations- Reciprocal Equations- Nature of the Roots- Symmetrical Expressions- Formation
   of an Equation-Solution of Simultaneous Equations- Cubic and Bi-quadratic Equations.

6. Permutations and Combinations
   Fundamental Rule of Counting- Permutations- Factorial Notation-Permutation of Different
   Things- Circular Permutations- Permutations of Things not all Different- Restricted
   Permuatons- Combinations- Complementary Theorems- Restricted Combinations-
   Combinations of Things not All Different.

7. Circular Functions and Trigonometry
   Introduction- Measurement of Angles- Trigonometric Ratios- Relations between
   Trigonometric Functions- Signs of Trigonometric Function- Trigonometric Functions of
   Standard Angles- Use of Printed Tables- T-Ratios of Allied Angles- T-Ratios of Sum and
   Difference of Angles- T-Ratios of Multiple Angles- Transformation of Products and Sums-
   Trigonometric Indentities- Properties of a Triangle- Solutions for a Triangle.

8. Differential Calculus
Introduction- Differentiation- Derivative of a Function of one Variable- Derivative of a Power – Function- Derivative of a Constant with a Function- Derivative of the Sum of Functions- Derivative of the Product of Two Functions- Derivative of the Quotient of Two Functions- Derivative of the Function of a Function- Derivative of Trigonometric Functions- Derivative of Logarithmic Function- Differentiation by the Method of Substitution – Logarithmic Differentiation- Differentiation of Implicit Functions- Derivative as a Rate Measure- Successive Differentiation- Maclaurin’s Series- Points of Inflexion- Maxima and Minima- Partial Differentiation- Total Differentiation.

9. **Integral Calculus**

10. **Matrix Algebra**

**Book Recommended**:


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**Paper Title** : INSURANCE AND RISK MANAGEMENT


2. **Life Assurance**: Contract-Kinds of policies and annuities-Mortality Table-Claims and Settlement-Premium plans-Computation of net Premium-Calculations of reserve Surplus and its distribution.


**Book Recommended**:


**Reference Book**:


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1. **Nature and Methodology of Economics**:
   a) Nature of Economics: Definition
   b) Nature of Economics: Scope and Methods
   c) Partial Equilibrium and General Equilibrium Analysis

2. **Theory of Demand**:
   a) Utility Analysis of Demand
   b) Indifference Curve Technique
   c) Indifference Curve Analysis of Demand
   d) Elasticity of Demand
   e) Consumer’s Surplus

3. **Theory of Production**:
   a) Factors of Production
   b) Scale of Production
   c) Laws of Returns
   d) Cost and Cost Curves
   e) Supply

4. **Product Pricing**:
   a) Market and Market Structures
   b) Revenue and Revenue Curves
   c) Equilibrium of the Firm and Industry: General
   d) Equilibrium of the Firm under Perfect, Monopoly and Monopolistic Competition
5. **Factor Pricing:**
   a) General Theory of Factor Pricing
   b) Wages, Rent, Interest and Profit

**Book Recommended:**


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<td>Paper Title</td>
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<td>AGRICULTURAL MARKETING</td>
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2. **Food Market and Institutions:** Food Consumption and Marketing, Food Processing and Manufacturing, Food Wholesaling and Retailing, The International Markets for Food.


6. **Marketing System of Some Agricultural Commodities:** Jute, Rice, Tea, Mango, Leather, Poultry, Shrimp, Sugar, Salt, Vegetables etc.

**Book Recommended :**


**Reference Book:**