



SRI VENKATESWARA UNIVERSITY :: TIRUPATI

SYLLABUS

5-5-101

BBA – FIFTH SEMESTER E- COMMERCE

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

Unit-I

E-Business Framework: Definition of E-Business, Origin of E-Business, History of the Internet, E-Business Opportunities for Businesses, E-Business Vs the Traditional Business Mechanism, Advantages of E-Business, Disadvantages of E-Business, Main Goals of E-Business

Unit-II

E-Business Infrastructure: Requirements and Architecture: Requirements of E-Business, Functions of E-Business, E-Business Framework Architecture, I-way or Information Highway- Need for an Intelligent Website, technology Infrastructure Required, Corporate Strategic Infrastructure Required.

Unit-III

Business Models & Security In Electronic Business: Evolution of Internet Business Models, Business Models in Practice, Business Model: The Six Components- Intranet and Extranet Security: Threats and Protection, Protection Methods, Data and Message Security, Firewalls.

Unit-IV

E-Payment Systems & E-Marketing : B2B Electronic Payments, Third-Party Payment Processing, Electronic Payment Gateway–Security Standard for Electronic Payment System- Challenges of Traditional Marketing, Retailing in E-Business Space, Internet Marketing, Advertisement and Display on the Internet, E-Business for Service Industry

Unit-V

Mobile Commerce: Overview of M-Commerce - Wireless Application Protocol (WAP), Generations of Mobile Wireless Technology, Components of Mobile Commerce, Networking Standards for Mobiles

References:

- 1.Introduction to Electronic Commerce,by Turban, Efraim, King, David, Lang, Judy,2nd Edition
2. Internet Marketing & e-Commerce by Kalyanam, Kirthi, Hanson, Ward A.
- 3.E-Commerce,An Indian Perspective by P.T.Joseph,S.J,3rd Edition, PHI



SRI VENKATESWARA UNIVERSITY :: TIRUPATI

BBA – V SEMESTER

MODEL PAPER

E - Commerce

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any Five from the following.

5x5=25

- a) E-Business
- b) Firewalls
- c) I-way/information Highway
- d) Internet Marketing
- e) B2B marketing
- f) WAP – Wireless Application Protocol
- g) Traditional Business Mechanism Vs E-Business
- h) E-Payments

Section – B

Answer Five questions, one from each unit.

5x10=50

Unit - I

2. (a) Explain briefly the evolution and Goals of E-Business in India.
(or)

(b) Brief about advantages and disadvantages of E-Business.

Unit - II

3. (a) Elucidate the corporate strategic infrastructure required for E-Business.
(or)

(b) Explain functions of E-Business.

Unit - III

4. (a) Explain different models of Internet Business.
(or)

(b) Describe briefly Internet and extranet security.

Unit - IV

5. (a) Describe and elasticity about electronic payments in business environment.
(or)

(b) Describe the scope of E-Business in Service Industry.

Unit - V

6. (a) Elucidate different components of mobile commerce
(or)

(b) Explain the overview of M-Commerce.



**SRI VENKATESWARA UNIVERSITY :: TIRUPATI
SYLLABUS**

5-5-102

**BBA – FIFTH SEMESTER
BUSINESS LAW**

No.of.hours per week: 6

Max.Marks	: 100
Semester end examination	: 75
Internal assessment	: 25

UNIT – I

Contract I – Indian Contract Act 1872, Essential Elements of Valid Contract- Types of Contracts, Discharge of Contract, Remedies for Breach of Contract.

UNIT – II

Contract II – Contract of Agency, Contract of Bailment, Contract of Indemnity and Guarantee.

UNIT-III

Sale of Goods Act 1930 – Essentials, Conditions and Warranties, Rights of Unpaid Seller.

UNIT – IV

Negotiable Instrument Act 1881 – Promissory note, Bills of Exchange and Cheque, Crossing of Cheque, Latest Electronic Requirements – IFSC, MICR, RTGS, CTS.

UNIT – V

Companies Act 2013 – Company, Types of Company, Incorporation of the Company, MOA, AOA, Prospectus, Commencement of Business.

References:

1. Mercantile Law, 2009, N. D. Kapoor, Sultan Chand & Sons, New Delhi.
2. Business Law, 2/e, P.C. Tulsian, Tata Mcgraw Hill, New Delhi.
3. Business Law, 2002, N.D.Kapoor, Sulthan Publishers, New Delhi.
4. Business Law and Regulations, 2011, S.E.V.Subrahmanyam, Student Help Line Publishing House (P) Ltd., Hyderabad.
5. Mercantile Law, 3/e, S.S.Gulshan, Excel Books, New Delhi.

6. A Manual of Business Laws, 2008, S.N.Maheswari & Maheswari, Himalaya Publishers, New Delhi.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
BBA – V SEMESTER

MODEL PAPER

Business Law

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

Answer any Five from the following.

5x5=25

1.

- a) Indian Contract Act 1872
- b) Types of Contracts
- c) Contract of Bailment
- d) Contract of Guarantee
- e) Right of lien
- f) Promissory Note
- g) IFSC
- h) Prospectus

Section – B

Answer Five questions, one from each unit.

5x10=50

Unit - I

- 2. (a) Explain essential elements of valid contract.**

(or)

- (b) Describe briefly discharge and modes of discharge of contract.**

Unit - II

- 3. (a) Explain rights and duties of principal in Contract of Agency.**

(or)

- (b) Explain the rights of surety in contract of guarantee.**

Unit-III

- 4. (a) Explain implied conditions and warranties.**

(or)

- (b) Explain rights of unpaid seller.**

Unit - IV

- 5. (a) Explain about classification of negotiable instruments as per negotiable instruments act 1851. (or)**

- (b) Describe the types of Crossing of Cheque.**

Unit - V

- 6. (a) Explain the steps in incorporation of a company.**

(or)

- (b) Explain clauses in Memorandum of Association.**



SRI VENKATESWARA UNIVERSITY :: TIRUPATI

SYLLABUS

5-5-103

BBA – FIFTH SEMESTER

MANAGEMENT INFORMATION SYSTEM

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

UNIT-I

Role of Information Systems in Organizations – Models of Decision Making – Types of Information Systems in Organization – Hierarchical Information Systems – Information systems Planning.

Unit – II

Functional Information System – Marketing Information System – Financial information system – Human Resources Information System – Manufacturing /Operations information System.

Unit – III

Introduction to System Building Method – SDLC – Prototyping – Application Software – User Development – Applications and Advantages of each method.

Unit – IV

Support Systems: DSS, Expert systems, Data mining, Data ware housing, OLAP – Applications and merits – Information Systems control – Viruses – Antivirus Packages – system Audit – Safety and Security for Systems.

Unit – V

An outline of Database Management System – Database Models – Distributed processing – computer networks.

References:

1. Kenneth C. Laudon and Jane P. Laudon: "Management Information Systems" (Pearson Education)
2. James A.O. Brien: "Management Information Systems" (McGraw Hill)
3. Uma G. Gupta: "Management Information Systems – A Managerial Perspective" (Galgotia Publications)



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
BBA – V SEMESTER

MODEL PAPER
MANAGEMENT INFORMATION SYSTEM

1. Answer any Five questions.

5x5=25

- a) Define data and explain.
- b) Define system with appropriate examples.
- c) Explain significance of information to decision making.
- d) Explain hierarchical information systems.
- e) Financial Information System.
- f) What is information systems planning
- g) Marketing Information System
- h) Data Mining

Answer any Four questions.

4x20=80

- 2. (a) Explain Rational Model and Emerging Model.
(or)
(b) Explain various types of information systems with appropriate examples.
- 3. (a) Explain the purpose and applications of Human Resource information systems.
(or)
(b) Explain significance of operations information systems of an organization.
- 4. (a) Explain SDLC in detail
(or)
(b) Bring out the difference between application software and user development software.
- 5. (a) Explain the following:
 - (i) DSS (ii) Export systems
 - (iii) OLAP (iv) Data Mining(or)
(b) Briefly explain the following:
 - (i) Systems audit (ii) System security
- 6. (a) Explain in detail about different database models.
(or)
(b) Elucidate about computer networks.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI

SYLLABUS

5-5-104

BBA – FIFTH SEMESTER

INVESTMENT MANAGEMENT

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

UNIT - I

Scope of Investment Management - Financial Economic meaning of Investment Management- Investment & Speculation - Investment & Gambling - Importance of Investment - Factors Favorable for Investment – Investment Process.

UNIT - II

Total risk - risk factors - introduction - default risk - The interest rate risk factor - purchasing power risk.

UNIT – III

Investment avenues – Preference shares – equity shares –Types of preference shares & equity shares – Issue of shares at par – at premium – Listing of shares - dematerialization

UNIT – IV

Bond Portfolio management - yield to maturity yield to call - Bond Duration - Yield Spreads - Managing Bond passive bond portfolio management strategies.

UNIT – V

Foreign exchange – introduction to foreign exchange – resources – debt & equity

References:

1. Kevin.S. Security and Port Folio Management (Prentice hall of India)
2. Prasanna Chandra, Investment Analysis and Port Folio Management (Tata McGraw Hill)
3. Investment Management V.K. Bhalis
4. Punithavathy pandiyan, Security analysis and Port Folio Management (Vikas Publishers)



SRI VENKATESWARA UNIVERSITY :: TIRUPATI

BBA – V SEMESTER

MODEL PAPER

Investment Management

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any Five from the following.

5x5=25

- Speculation Vs Investment
- Portfolio Management
- YTM – Yield to Maturity
- Yield Spreads
- Bonds Vs debentures
- Long term investment Vs short term investment.
- Listing of shares
- Equity Shares Vs Preference Shares

Section – B

Answer Five questions, one from each unit.

5x10=50

Unit - I

- (a) Explain the importance of investment in India Economy.
(or)
(b) Factor influencing the investment and process of Investment.

Unit - II

- (a) Define risk and factors influencing Risk.
(or)
(b) Explain the scope and objectives of Investment Management

Unit - III

- (a) Explain about different investment avenues
(or)
(b) Describe briefly about dematerialization.

Unit - IV

- (a) Explain classification of Bonds.
(or)
(b) You are considering investing in one of the following trends.

	Coupon rate	Maturity	Price 100 per value
Bond A	12%	10 years	₹ 70
Bond B	10%	6 years	₹ 60

Your Income tax rate is 30% and your capital gains tax is effectively 10%. Capital gains taxes are paid at the time of maturity on the difference between the purchase price and par value. What is your post tax yield to maturity from these bonds? Use the approximate formula.

Unit - V

6. (a) Explain about different foreign exchange resources
(or)
(b) Elucidate about benefits of foreign exchange policy in economy



SRI VENKATESWARA UNIVERSITY:: TIRUPATI
SYLLABUS

5-5-105

BBA – FIFTH SEMESTER
RETAIL MANAGEMENT

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

Unit I: Introduction to retailing- the changing retailing environment-economic significance of retailing- opportunity in retailing- retailing characteristics-types of retailing- theories of retailing Evolution.

Unit II: Customer buying behavior- buying process- segmenting - retailing strategy- Competitive Advantages-Strategic retail planning process- Implementation CRM in Retail- Measures of financial performance-performance and productivity Measures.

Unit III: Types of location. Site selection-treading areas- Choosing retail location- Estimating demand- HR

Challenges in retailing- employee management- Organizational design of a small retail.

Unit IV: Merchandise planning- merchandise decisions-Forecasting-merchandise types-retail inventory method- branding strategy - Ethical and legal issues in purchasing merchandise Store Management: pricing strategies- Price adjustment.

Unit V: Retail Promotion Mix Objective- Responsibilities of store Managers-store layout and design-presentation.

SUGGESTED READINGS:

Levy & Weitz , *Retailing Management* , Tata McGraw Hill, New Delhi.

Swapna Pradan , *Retailing Management* , Tata Mcgraw Hill, New Delhi.

Gibson G Vedamani , *Retailing Management* , Jaico books, New Delhi.

David Gilbert , *Retail marketing management*, Pearson Education, New jersey.

Suja R.Nair – Retail Management.



SRI VENKATESWARA UNIVERSITY :: TIRUPATI
BBA – V SEMESTER

MODEL PAPER
RETAIL MANAGEMENT

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any Five from the following.

5x5=25

- a) What is meant by Retailing?
- b) What are the characteristics of relating?
- c) Importance of choice of retail location.
- d) What is the importance of promotion in relating?
- e) Price adjustment in retail.
- f) What do you mean by store design?
- g) Emerging trends in retaining
- h) Responsibilities of store manager.

Section – B

Answer Five questions, one from each unit.

5x10=50

Unit - I

2. (a) Why present day retailing has been become important concept for marketers?
Comment.

(or)

- (b) Define retailing? Explain different types of retailing?

Unit - II

3. (a) How is the buying process different in shopping on the internet?

(or)

- (b) Explain the role of CRM in retailing.

Unit - III

4. (a) Location as a choice –in retail – Explain.

(or)

- (b) What are the different HR challenges in retail?

Unit - IV

5. (a) Discuss various issues involved in planning merchandizing.

(or)

- (b) Explain the ethical and legal issues in purchasing merchandise store management.

Unit - V

6. (a) What are the different factors involved in retail promotion mix.

(or)

- (b) Write about store layout and design decisions.



SRI VENKATESWARA UNIVERSITY:: TIRUPATI

SYLLABUS

5-5-106

BBA – FIFTH SEMESTER

INDUSTRIAL RELATIONS AND LABOUR WELFARE

No.of.hours per week: 6

Max.Marks : 100

Semester end examination : 75

Internal assessment : 25

UNIT-I

Industrial Relations - Role - Importance - Trade Unions - Industrial disputes and their Resolutions.

UNIT - II

Participative Management - Structure - Scope - Collective Bargaining - Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining.

UNIT-III

Industrial unrest - employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts.

UNIT-IV

Factories Act: Meaning, Definition – Welfare – Safety – Health Measures.

UNIT-V

Meaning, objectives, Provisions relating to labour welfare- Health, safety, welfare facilities (statutory and non statutory) working conditions & hours, employment of women and young persons.

Text Books:

1. Sreenivasan M.R - Industrial Relations & Labor legislations
2. Aswathappa K - Human Resource and Personnel Management
3. Subba Rao P - Human Resource Management and Industrial Relations
4. Monoppa - Industrial Relations

Reference Books:

1. Michael V Industrial Relations in India and Workers Involvement in Management



SRI VENKATESWARA UNIVERSITY :: TIRUPATI

BBA – V SEMESTER

MODEL PAPER

Industrial Relations and Labour Welfare

Max.Time: 3 Hrs.

Max.Marks: 75

Section – A

1. Answer any Five from the following.

5x5=25

- a) What is Industrial Relation?
- b) Collective bargaining
- c) Work Committees
- d) Industrial Unrest
- e) Grievance
- f) What is factories Act?
- g) Statutory and Non Statutory
- h) Helath Measures.

Section – B

Answer Five questions, one from each unit.

5x10=50

Unit - I

2. (a) Define IR? And explain the trade various in IR.

(or)

(b) Discuss Industrial disputes and their Resolutions?

Unit - II

3. (a) What is participative Management? Explain its scope and structure IR.

(or)

(b) Explain the role of Government in collective bargaining.

Unit - III

4. (a) Describe the factors involved in Industrial Unrest.

(or)

(b) “Strikes and lockouts are the threats for an Industries” Discuss.

Unit - IV

5. (a) Give an In detail explanation about factories Act with example.

(or)

(b) “Explain the provisions of Factories Act”.

Unit - V

6. (a) Discuss the provisions relating to labour welfare.

(or)

(b) Discuss the role of Women and Young Employment.