

Smt N.P.S. Govt. College for Women(A), CHITTOOR

www.npsgcwctr.edu.in



Email: Chittoor.w.jkc@gmail.com

Accredited by NAAC with 'A' Grade

(ISO 9001:2015 Certified Institution)

Affiliated to Sri Venkateswara University: Tirupati.

DEPARTMENT OF COMMERCE

Board of Studies Chairperson

Dr J.RAMADEVI M.Com.,M.F.M.,M.Phil., Ph.D.

Lecturer in Commerce

Smt NPS Govt College for Women(A),

CHITTOOR-517 002, A.P.

2026-2027

UG B.B.A HONOURS

SEMESTER-III & IV

ACADEMIC YEAR 2026-2027 (W.E.F. 2025 – 2026)

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Proceeding of the Principal, Smt NPS Govt. College for Women(A),Chittoor
Present: Dr. K. Manohar

Rc.No.MGT/BBA/01/Smt NPS GDCW/UG-BoS/2026-2027 dt.08-07-2026

Subject: Smt NPS GDC Women(A), Chittoor-UG Board of Studies(BoS)-Nomination of
Members orders issued.

Ref: 1. UGC Guidelines of for Autonomous Colleges-2023.

2. Proc. of the VC No. SVU/C-III(3)/BoS/Smt. NPS Govt. Coll/Chi/2026.

Order

The Principal, Smt NPS GDC Women(A) pleased to inform that to conduct Board of Studies Members meeting in the subject of Commerce and Management B.Com (CA & G), BBA and BFSI for the Academic year 2026-2027 to 2027-2028 to the concerned course or till the date of your Retirement/Transfer whichever is earlier. Following the norms of the UGC Regulations, 2023.

A copy of the list of members of the Board of Studies of Commerce is herewith enclosed for your information. Your acceptance is a pleasure to serve in the board and the College expects your valuable advice/suggestions during the above period.

S.No.	Name & Designation	Chairperson/Member	Signature
1.	Dr. J. Rama Devi	Chairperson	
2.	Prof. P. Mohan Redy	University Nominee	
3.	Prof. Raghunadha Reddy	University Nominee	
4.	Dr.K.Nandeeswaraiah	Subject Expert by University	
5.	Dr. V. Maslamani	Subject Expert	
6.	Dr. K. Sankar Reddy	Subject Expert	
7.	Sri A.M. Narendra Kumar	Industrialist	
8.	Smt. N. Kasthuramma	Member	
9.	Smt. G. Asha	Member	
10.	Smt. G.Yamuna	Alumni	

The above members are requested to attend the BoS meeting for the second autonomous UG-Batch 2026-2027 and share their valuable, Suggestion on the following functionaries.

- Prepare the Syllabus for the Subject keeping in view the objectives of the College, interest of the stakeholders and national recruitment for consideration and approval of the IQAC and Academic Cell.
- Suggest methodologies for innovative teaching and evaluation techniques.
- Suggest the panel of names to the academic council for appointment of examiners.
- Coordinate research, teaching, extension and other activities in the department and the college.
- Suggest CLO,PLO and subject experts to develop question bank in compliance with blooms Taxonomy.
- The above said members are requested to bestow their services for the successful organization of the events whenever scheduled.

Principal

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Department of Commerce and Management

Academic Year 2026-2027 (W.E.F. 2025 – 2026)

UG BBA Honours

BOARD OF STUDIES – COMPOSITION

S.NO	Category	Name & Designation	Chairperson/ Member
1	Chairperson	Dr. J. RAMADEVI Lecturer in Commerce Smt.N.P.S GDC For women(A) Chittoor.	Faculty Mobile: 9177639191 Email: ramadevijogi08@gmail.com
2	Members of the Department	1. Smt N.Kasthuramma Lecturer in Commerce 2. Smt.G.Asha Lecturer in Commerce	Members Mobile: 9492067954 Email: kasthuramma05@gmail.com Mobile: 8143259387 Email: gopiasha2011@gmail.com
3	One expert from to be nominated by the Vice-Chancellor	Prof.P.Mohan Reddy Dept.of Commerce SVU College of CM & CS Tirupathi	Subject experts by University Mobile: 9849063909 Email: dr.pmohanreddy@gmail.com
4	One Experts in the Subject from outside the college to be nominated by University	Dr.K.Nandeewaraiah Lecturer in Commerce SVCR Govt. Degree College Palamaner	Subject experts by University Mobile: 9440396477 Email: knadeeswae@gmail.com
5	Two Experts in the Subject from outside the college to be nominated by Academic council	1. Dr.V.Maslowmany Lecturer in Commerce GDC Pakala Tirupathidt. 2. Dr.k.Sanakar Reddy Lecturer in commerce GDC,Vedurukuppam.	Mobile: 9290198731 Email id: vm4606@gmail.com Mobile: 9866415051 Email id :sankar.nali@gmail.com
6	Representative from the Industry/ Corporate Sector	A.M.Narendra kumar District Tourism Officer Chittoor.	Mobile: 94401392480 Email: amnarendrakumar@gmail.com
7	One Meritorious Alumnus	G.Yamuna Guest faculty in Commerce Smt.N.P.S GDC For women(A) Chittoor	Mobile: 9502377593 Email id: yamunabujji1984@gmail.com

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DEPARTMENT OF COMMERCE AND MANAGEMENT

Academic Year 2026-2027 (W.E.F. 2025 – 2026)

UG BBA Honours

Board Of Studies Meeting 2026-2027

AGENDA FOR THE MEETING

The following agenda was placed before the Board for the approval of the revised syllabus of B.B.A Semester III and Semester IV, in accordance with APSCHE and UGC Regulations 2025, for implementation from the Academic Year 2026–2027.

Agenda:

To Discuss

1. Approval for UG Course structure of Commerce
2. Approval for changes in the UG B.B.A Honours III Semester Business Communication, Business Environment and Business Statistics and IV Semester Marketing Management, Human Resource Management and Financial Management, Model Question paper and Blue print.
3. Panel of question paper setters and examiners.
4. Pedagogy of Teaching- Learning as per UGC Guidelines.
5. Additional inputs to the Curriculum.
6. Internal Assessment component and additional credits for extra-curricular activities.
7. Evaluation and assessment pattern.
8. Introduction of new certificate and diploma courses.
9. Other academic and extra -curriculum activities of the department.
10. Any other proposal with permission of the chair.

Signature of the Chairperson

Signature of the BoS Members

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Department of Commerce and Management

Academic Year 2026-2027 (W.E.F. 2025 – 2026)

UG BBA Honours

Resolution of the BoS Meeting for III & IV SEMESTER

In the present BoS meeting the following resolutions were made and unanimously approved by the committee. The decisions/changes wherever necessary, taken at college level may be adopted in the consecutive academic years on the date of BoS meeting conducted 22-07-2026.

Resolutions of the Meeting:

It is Resolved unanimously

1. The college was conferred with autonomy by the UGC in the month 04-09-2024. Subsequently, the college submitted letters to the parent university (SVU), UGC and to the Govt. of AP for constitution of Statutory Bodies and release of notification by the affiliating university. The Registrar, S.V. University issued notification and directed to implement autonomy from the academic year 2026-2027. The college prepared its own academic schedule after the conferment of autonomy. Accordingly, the college has been implementing autonomy for II year Degree III & IV semester students from the date of issuance of notification on adhoc basis following the academic regulations of the parent university and covered the prescribed syllabus in the first semester by making certain changes. The syllabus, course structure, model question papers and blue print are placed before the committee for ratification.
2. As per the academic schedule for III semester of II year students was started on 03 -07-2026 and the academic instruction has been given to the students as per the syllabus designed by the internal BOS members. It is placed before the committee for constructive suggestions for further improvement keeping in view the local needs/ market demand / industry-needs / employment generation as per the UGC Regulations 2023.

3. Resolved to ratify the panel of question paper setters nominated for UG II year semester- 3 Examinations.
4. Resolved to follow the pedagogy of teaching / learning strategies as per the UGC guidelines.
5. Resolved to use additional inputs to enrich the curriculum and enlighten the students on academic performance.
6. To include internal assessment components and additional credits for extracurricular activities of the students.
7. To follow the evaluation and assessment pattern strictly adhering the UGC norms and guidelines.
8. To introduce new certificate and diploma courses related to subject and other courses deemed to be useful for the students.
9. To take the valuable suggestions of the BOS on academic and extra-curricular activities to be taken up at department level for strengthening the academic instruction to the students.
10. If any discussion related to academic matters including extracurricular activities may be included as the last resolution.

Signature of the Chairman

Signature of the BoS Members

Affiliated to Sri Venkateswara University: Tirupati.

Academic Year 2026-2027 (W.E.F. 2025 – 2026)

COURSE STRUCTURE BY APSCHE

B.A/B.Com/BBA (Honours) with Minor																								
Semester	Major* (4 Cr)			Minor (4 Cr)			Languages (3 Cr)			Multi Disney' (2 Cr)			Skill Enhancement Courses (2Cr)			OOTC			Env. Edn (2 Cr)			Total		
	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr
Sem 1*	2	8	8				2	8	6	1	2	2	2	4	4							7	22	20
Sem 2	2	8	8	1	4	4	2	8	6				2	4	4							7	24	22
Community Service Project of 180 hours with 4 Credits. Student is eligible for Exit Option-1 with the award of Certificate in respective discipline																								
Sem 3	4	16	16	1	4	4				1	2	2	1	2	2							7	24	24
Sem 4	3	12	12	2	8	8				1	2	2	1	2	2							7	24	24
Short-Term Internship/Apprenticeship/OJT of 180 hours with 4 Credits. Student is eligible for Exit Option-2 with the award of Diploma in respective major with																								
Sem 5	4	16	16	2	8	8													1	2	2	7	26	26
Sem 6	Semester Internship/Apprenticeship/OJT with 12 Credits. Student is eligible for Exit Option-3 with the award of Degree in respective major with minor																							
																			IKS#					
Sem 7	3	12	12										2*	8	8	1	2	2	1	2	0	6	24	22
Sem 8	3	12	12										2*	8	8	1	2	2	1	2	0	6	24	22
	21		84	6		24	4		12	3	6	6	10	32	28	2	4	4	2	4	0	47		160
20 Additional Credits for 10 month mandatory Internship/OJT/Apprenticeship																								
C Courses						H Hours						Cr Credits						OOTC Open Online Transdisciplinary						
IKS# Indian Knowledge Systems - Audit Course																								



**ANDHRA PRADESH STATE COUNCIL OF HIGHER
EDUCATION**

**Model Syllabus for 4-Year UG Honours in B.B.A. (General) as Major in
consonance with Curriculum framework w.e.f. AY 2025-26**

COURSE STRUCTURE

Year	Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits
I	I	1	Accounting for Managers	4	4
		2	Principles of Management	4	4
	II	3	Managerial Economics	4	4
		4	Business Law	4	4
II	III	5	Business Environment	4	4
		6	Business Statistics	4	4
		7	Business Communication	4	4
	IV	8	Marketing Management	4	4
		9	Human Resource Management	4	4
		10	Financial Management	4	4
III	V	11	Entrepreneurship & Startups Eco System	4	4
		12 A	Retail Marketing	4	4
		OR			
		12 B	Logistics and Supply Chain Management	4	4
		13 A	Financial Institutions & Markets	4	4
		OR			
		13 B	Organisation Behaviour	4	4
	VI				
		14 A	Micro, Small & Medium Enterprises Management	4	4
		OR			

**UG B.B.A HONOURS
SEMESTER III**



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II B.B.A HONOURS **Semester III** **COURSE STRUCTURE**

SL.No.	Course	Name of the Subject	Course Code	Total Marks	Mid Exam	Sem. End Exam	Teaching Hours	Credits
1.	Major	Business Environment	25BBA301T	100	30	70	4	4
2.	Major	Business Statistics	25BBA302T	100	30	70	4	4
3.	Major	Business Communication	25BBA303T	100	30	70	4	4

II B.B.A HONOURS **Semester III** **COURSE STRUCTURE**

SL.No.	Course	Name of the Subject	Course Code	Total Marks	Mid Exam	Sem. End Exam	Teaching Hours	Credits
1.	Major	Marketing Management	25BBA401T	100	30	70	4	4
2.	Major	Human Resource Management	25BBA402T	100	30	70	4	4
3.	Major	Financial Management	25BBA403T	100	30	70	4	4

Signature of the Members

Signature of the BoS Chairman



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DEPARTMENT OF COMMERCE AND MANAGEMENT UG B.B.A HONOURS SEMESTER -III

Programme Specific Outcomes (PSO s)

PSO Programme Specific Outcome

- PSO1 Apply fundamental concepts of Business Management, Marketing, Finance, Human Resource Management, Economics and Operations in real-world business situations.
- PSO2 Analyse business information using quantitative, statistical and analytical tools to support managerial decision-making.
- PSO3 Demonstrate effective written, oral, interpersonal and digital communication skills required in business and professional environments.
- PSO4 Identify entrepreneurial opportunities and develop innovative solutions to contemporary business problems.
- PSO5 Evaluate the impact of economic, political, legal, social, technological and global factors on business organizations.
- PSO6 Demonstrate professional, ethical, leadership and teamwork skills required for effective organizational performance.

Programme Outcomes (PO s)

PO Programme Outcome

- PO1 Apply knowledge of management, commerce, economics and other business disciplines to solve business problems.
- PO2 Develop critical thinking, analytical and problem-solving skills for effective business decision-making.
- PO3 Communicate effectively in written, oral, interpersonal and digital business contexts.
- PO4 Apply quantitative, statistical and analytical techniques to interpret business information and support decisions.
- PO5 Demonstrate entrepreneurial, innovative and managerial skills to identify and exploit business opportunities.
- PO6 Work effectively in teams and demonstrate leadership, collaboration and interpersonal skills.

PO Programme Outcome

PO7 Apply ethical, professional and socially responsible practices in business and society.

PO8 Understand and respond to changes in the economic, political, legal, technological and global business environment.

PO9 Use digital technologies and business tools effectively for information management and decision-making.

PO10 Develop a commitment to lifelong learning, professional development and higher education.

Course Outcomes (Cos)

1. BUSINESS ENVIRONMENT

CO Course Outcome

CO1 Explain the meaning, nature, scope and components of the business environment.

CO2 Identify and analyse the impact of economic, political, legal, social and technological factors on business.

CO3 Examine the influence of government policies, industrial policies and regulatory frameworks on business organizations.

CO4 Analyse the impact of liberalization, privatization, globalization and emerging trends on Indian business.

CO5 Evaluate the influence of international and global environmental factors on business decisions.

CO6 Assess contemporary business environmental challenges and suggest appropriate strategies for sustainable business development.

2. BUSINESS STATISTICS

CO Course Outcome

CO1 Explain the basic concepts, nature, scope and importance of statistics in business decision-making.

CO2 Organize, classify, tabulate and present business data using appropriate statistical techniques.

CO3 Calculate and interpret measures of central tendency and dispersion for business data.

CO4 Analyse the relationship between variables using correlation and regression techniques.

CO5 Apply statistical methods such as probability, time series and index numbers to business situations.

CO6 Interpret statistical results and use quantitative information for forecasting and managerial decision-making.

3. BUSINESS COMMUNICATION

CO Course Outcome

CO1 Explain the concepts, principles, process and importance of communication in business organizations.

CO Course Outcome

CO2 Identify and overcome barriers to effective business communication.

CO3 Develop effective written communication skills through business letters, emails, notices, reports and other professional documents.

CO4 Demonstrate effective oral, interpersonal, group discussion and presentation skills in professional situations.

CO5 Apply appropriate communication techniques and etiquette in face-to-face, digital and virtual business environments.

CO6 Prepare and deliver clear, concise and professional business messages using appropriate digital communication tools.

CO-PO-PSO Mapping Scale

3 – High | 2 – Moderate | 1 – Low | – No significant correlation

Business Environment – Sample Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO4	PSO5
CO1	3	2	1	–	1	–	1	3	–	1	3	1	3
CO2	3	3	1	1	2	–	2	3	1	1	3	2	3
CO3	3	3	1	–	2	–	3	3	–	1	3	2	3
CO4	3	3	1	1	3	–	2	3	1	2	3	3	3
CO5	3	3	1	1	2	1	2	3	1	2	3	2	3
CO6	3	3	1	1	3	1	3	3	1	2	3	3	3

Business Statistics – Sample Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO4
CO1	3	2	1	3	1	–	–	2	2	2	2	3	1
CO2	3	3	1	3	1	1	–	2	3	2	3	3	1
CO3	3	3	1	3	1	–	–	2	2	2	3	3	1
CO4	3	3	1	3	2	1	–	2	3	2	3	3	2
CO5	3	3	1	3	2	1	–	3	3	2	3	3	2
CO6	3	3	1	3	3	1	–	3	3	2	3	3	3

Business Communication – Sample Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO3	PSO6
CO1	2	2	3	–	1	2	2	1	2	2	2	3	3
CO2	2	3	3	–	1	2	2	1	2	2	2	3	3
CO3	3	2	3	–	2	2	2	1	3	2	3	3	3
CO4	2	3	3	–	2	3	2	1	2	2	2	3	3
CO5	2	3	3	1	2	3	3	2	3	2	3	3	3
CO6	3	3	3	1	2	3	3	2	3	2	3	3	3



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DEPARTMENT OF COMMERCE AND MANAGEMENT UG B.B.A HONOURS

Academic Year 2026-2027 (W.E.F. 2025 – 2026)

SEMESTER -III Course 5: BUSINESS ENVIRONMENT

Credits:4

COURSE CODE: 25BBA301T

Teaching Hrs/week:4

Course Objectives

This course is designed to:

- Enable the students to develop an understanding of the Indian business environment and various factors impacting the business.
- Help them make effective decisions based on analysis of the business environment.
- Develop an understanding of the MSME sector and the challenges therein.
- Familiarize the students with international trade and issues related to Balance of Payments.
- Comprehend the role of international institutions in the growth of international business.

Course Outcomes:

Upon successful completion of the course, students will be able to:

- CO1:** Understand the concept and components of the Indian business environment and their influence on business decision-making.
- CO2:** Analyze the political, legal, and economic environment including major policies and reforms.
- CO3:** Evaluate the importance, structure, and challenges of the MSME sector in India.
- CO4:** Explain the structure and causes of disequilibrium in Balance of Payments and corrective measures.
- CO5:** Assess the role of international institutions and FDI in shaping the international business environment.

Unit I: Introduction to Business Environment

Business Environment – Concept, Nature, and Significance – Elements of Environment: Internal and External – Salient Features of the Indian Economy – Evolution and Changes in the Indian Economy in Recent Years – Importance of Environmental Scanning for Business Decision-making.

Unit II: Political, Legal and Economic Environment of Business

Elements of Political Environment – Role of Government in Business Facilitation – Overview of Legal Environment: Competition Act, FEMA, Licensing Policies – Economic Environment: Types of Economic Systems – Industrial Policy of 1991 – Overview of Economic Reforms – Planning Commission vs. NITI Aayog.

Unit III: Economic Policies

Economic Reforms and New Economic Policy – **Overview of New Industrial Policy – Competition Law** – Fiscal Policy- Monetary Policy.

Unit IV: Balance of Payments (BOP)

Meaning and Importance of International Trade – Components of Balance of Payments – Causes for Disequilibrium in BOP – Measures to Correct Disequilibrium: Trade Regulation, Exchange Control, Devaluation – Convertibility of Currency – Current and Capital Account Convertibility – India's BOP Position.

Unit V: International Business Environment

Introduction to International Economic Institutions – Evolution, Significance, and Functions of IMF, World Bank, WTO, BRICS, and EU – GATT and Uruguay Round: Objectives and Impact – Foreign Direct Investment (FDI): Meaning, Need, and Importance in Developing Countries – Role and Trends of FDI in India's Economic Development.

Student-Centric Activities

- Conduct a SWOT analysis of the Indian business environment with examples from recent economic trends.
- Prepare and present a case study on a successful MSME and the government schemes it has utilized.
- Group discussion on the role of NITI Aayog vs Planning Commission in shaping India's economic future.
- Analyze India's latest Balance of Payments data and interpret causes of surplus or deficit.
- Simulation of an international trade negotiation with roles assigned for IMF, WTO, BRICS, and Indian policymakers.

References

1. Cherunilam, F. (2023). Business environment: Text and cases (29th ed.). Himalaya Publishing House.
2. Aswathappa, K. (2022). Essentials of business environment (14th ed.). Himalaya Publishing House.
3. Paul, J. (2021). Business environment: Text and cases (3rd ed.). McGraw-Hill Education.
4. Saleem, S. (2020). Business environment (2nd ed.). Pearson Education.
5. Mishra, S. K., & Puri, V. K. (2021). Economic environment of business (7th ed.). Himalaya Publishing House.

COs,Pos and PSOs MAPPING

3 – High | 2 – Moderate | 1 – Low | – No significant correlation

Business Environment

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO4	PSO5
CO1	3	2	1	–	1	–	1	3	–	1	3	1	3
CO2	3	3	1	1	2	–	2	3	1	1	3	2	3
CO3	3	3	1	–	2	–	3	3	–	1	3	2	3
CO4	3	3	1	1	3	–	2	3	1	2	3	3	3
CO5	3	3	1	1	2	1	2	3	1	2	3	2	3
CO6	3	3	1	1	3	1	3	3	1	2	3	3	3



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Academic Year 2026-2027 (W.E.F. 2025 – 2026)

SEMESTER -III

Course 5: BUSINESS ENVIRONMENT

Code: 25BBA301T

BLUE PRINT FOR THE MODEL PAPER

SL.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 Questions	Marks allotted to each question	Total Marks
1.	Section - A (Short Questions)	10	5	50	5	4	20
2.	Section - B (Essay Questions)	10	10	100	5	10	50
Total Marks				150	Total Marks		70



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Academic Year 2026-2027 (W.E.F. 2025 – 2026)

SEMESTER -III

Course 5: BUSINESS ENVIRONMENT

Code: 25BBA301T

BLUE PRINT FOR THE QUESTION PAPER SETTING

Chapter Name	Short questions 5 marks	Essay questions 10 marks
UNIT – I	2	2
UNIT – II	2	2
UNIT – III	2	2
UNIT – IV	2	2
UNIT – V	2	2
Total No. of Questions	10	10

Signature of the Members

Signature of the BoS Chairman



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Academic Year 2026-2027 (W.E.F. 2025 – 2026)

SEMESTER -III

Course 5: BUSINESS ENVIRONMENT

Code: 25BBA301T

Time: 3 hrs

Max Marks:70

MODEL QUESTION PAPER

SECTION -A

Answer any Five of the following Questions

5X4 =20 Marks

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

SECTION – B

Answer any one from each Unit of the following Questions

(5X10 =50 Marks)

UNIT I

**Q9
OR
Q10**

UNIT II

Q11
OR
Q12

UNIT III

Q13
OR
Q14

UNIT IV

Q15
OR
Q16

UNIT V

Q17
OR
Q18

Signature of the Members

Signature of the Chairman



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DEPARTMENT OF COMMERCE AND MANAGEMENT

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Academic Year 2026-2027 (W.E.F. 2025 – 2026)

SEMESTER -III

Course 5: BUSINESS ENVIRONMENT

Code: 25BBA301T

Time: 3 hrs

Max Marks:70

MODEL QUESTION PAPER

SECTION -A

Answer any Five of the following Questions

5X4 =20 Marks

1. Define Business Environment
2. Elements of environment
3. Legal Environment
4. Industrial Policy of 1991
5. Planning Commission Vs. NITI Aayog.
6. Fiscal Policy
7. Meaning of International Trade
8. Functions of IMF
9. Indian Economy.
10. Elements of Environment.

SECTION – B

Answer any one from each Unit of the following Questions

(5X10 =50 Marks)

UNIT I

9. Define Business Environment? Explain Concept, nature and significance of Business Environment.

OR

10. Explain salient features of Indian Economy.

UNIT II

11. Explain elements of Political and legal environment of business

OR

12. Describe Economic Environment and types of economic systems.

UNIT III

13. Explain economic Reforms and New Economic Policy.

OR

14. Describe new industrial policy and monetary policy.

UNIT IV

15. Define International Trade and explain importance of International Trade

OR

16. Explain components of Balance payments causes for disequilibrium in BOP.

UNIT V

17. Explain importance, evolution and significance of International Business Environment

OR

18. Explain Foreign Direct Investment and importance of FDI.

Signature of the Members

Signature of the Chairman



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DEPARTMENT OF COMMERCE AND MANAGEMENT UG B.B.A HONOURS

Academic Year 2026-2027 (W.E.F. 2025 – 2026)

SEMESTER -III

Course 6: BUSINESS STATISTICS

Credits:4

COURSE CODE: 25BBA302T

4hrs/week

Course Objectives:

This course is designed to enable students to:

- Understand and be able to collect and present data in the most refined and relevant manner pertaining to the research
- Enable students to understand, different measures of central tendency.
- Develop the ability to compute and interpret various measures of dispersion.
Compute skewness
- Establish the relationship between two variables by using measures of relations.

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

- CO1: Understand the basic concepts and significance of statistics, and present data using classification, tabulation, and graphical methods.
- CO2: Compute and interpret various measures of central tendency to analyze datasets effectively.
- CO3: Apply measures of dispersion to evaluate variability and consistency in data.
- CO4: Analyze data distribution using skewness measures and interpret asymmetry in datasets.
- CO5: Evaluate relationships between variables using correlation techniques like Pearson's and Spearman's methods.

SYLLABUS

Unit I: Introduction to Statistics

Definition, Importance, Characteristics, and Limitations of Statistics – Classification and Tabulation of Data – Construction of Frequency Distribution Tables – Diagrammatic and Graphical Representation of Data (Bar Diagrams, Pie Charts, Histogram, Frequency Polygon, Ogive curves) – (Including problems)

Unit II: Measures of Central Tendency

Types of Averages – Requisites of an Ideal Average – Computation and Application of Mean, Median, Mode – Median-based Averages – Geometric Mean – Harmonic Mean – (Including

Problems.

Unit III: Measures of Dispersion

Concept and Properties of Dispersion – Absolute vs. Relative Measures – Types: Range, Quartile Deviation (Semi-Interquartile Range), Mean Deviation, Standard Deviation – Coefficient of Variation (Including problems)

Unit IV: Measures of Relation

Correlation: Concept, Need, and Uses – Types of Correlation – Karl Pearson's Correlation Coefficient – Interpretation using Probable Error – Spearman's Rank Correlation – (Including problems)

Unit V : Index Numbers

Meaning - Definition – Advantages and Limitations of index numbers – Methods used to Construction of index numbers – unweighted index numbers (simple aggregative method and simple average of relatives method) – Weighted index numbers (Laspeyre, Paache, Dorbish and Bowley, Fisher's methods) – Time reversal test and factor reversal test (Including problems)

Activities:

- Organize student-led seminars and quizzes on statistical concepts.
- Collect and interpret demographic and economic statistics of local areas (village/town/district).
- Participate in government-led statistical experiments (e.g., crop-cutting surveys).
- Practice statistical functions and data visualization using MS Excel.
- Prepare questionnaires and conduct sample surveys.

References :

1. Reddy, C. R. (1994). Business statistics. Deep & Deep Publications.
2. Gupta, S. P. (1992). Statistical methods. Sultan Chand & Sons.
3. Kapoor, V. K. (2018.). Statistics: Problems and solutions. Sultan Chand & Sons.
4. Elhance, D. N. (2017). Fundamentals of statistics. [Sultan Chand & Sons].
5. Vittal, P. R. (2018). Business statistics. Margham Publications.

Cos,Pos and PSOs MAPPING

Business Statistics – Sample Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO4
C01	3	2	1	3	1	–	–	2	2	2	2	3	1
C02	3	3	1	3	1	1	–	2	3	2	3	3	1
C03	3	3	1	3	1	–	–	2	2	2	3	3	1
C04	3	3	1	3	2	1	–	2	3	2	3	3	2
C05	3	3	1	3	2	1	–	3	3	2	3	3	2
C06	3	3	1	3	3	1	–	3	3	2	3	3	3

PROPOSED SYLLABUS REVISIONS

Existing Topic	Suggested Addition/ Replacement	Rationale
II B.Com G-III Semester BUSINESS STATISTICS Unit IV: Skewness Meaning and Importance of Skewness – Absolute and Relative Measures – Karl Pearson’s, Bowley’s, and Kelly’s Coefficients of Skewness (Including problems)	Unit V : Index Numbers Meaning - Definition – Advantages and Limitations of index numbers – Methods used to Construction of index numbers – unweighted index numbers (simple aggregative method and simple average of relatives method) – Weighted index numbers (Laspeyre, Paache, Dorbish and Bowley, Fisher’s methods) – Time reversal test and factor reversal test (Including problems)	* Contextual Learning: Bridges abstract mathematical formulas with live economic indicators that directly impact corporate strategy, pricing policies, and investment analysis. * Comprehensive Skill Set: Base shifting and deflating are essential day-to-day operations for analyzing historical financial data over multiple years.



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DEPARTMENT OF COMMERCE AND MANAGEMENT

UG B.B.A HONOURS

Academic Year 2026-2027 (W.E.F. 2025 – 2026)

SEMESTER -III

Course 6: BUSINESS STATISTICS

Code: 25BBA302T

BLUE PRINT FOR THE MODEL PAPER

SL.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 Questions	Marks allotted to each question	Total Marks
1.	Section - A (Short Questions)	10	5	50	5	4	20
2.	Section - B (Essay Questions)	10	10	100	5	10	50
Total Marks				150	Total Marks		70



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SEMESTER -III

Course 6: BUSINESS STATISTICS

Code: 25BBA302T

BLUE PRINT FOR THE QUESTION PAPER SETTING

Chapter Name	Short questions 5 marks	Essay questions 10 marks
UNIT – I	2	2
UNIT – II	2	2
UNIT – III	2	2
UNIT – IV	2	2
UNIT – V	2	2
Total No. of Questions	10	10

Signature of the Members

Signature of the BoS Chairman



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DEPARTMENT OF COMMERCE AND MANAGEMENT

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Academic Year 2026-2027 (W.E.F. 2025 – 2026)

SEMESTER -III

Course 6: BUSINESS STATISTICS

Code: 25BBA302T

Time: 3 hrs

Max Marks:70

MODEL QUESTION PAPER

SECTION -A

Answer any Five of the following Questions

5X4 =20 Marks

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

SECTION – B

Answer any one from each Unit of the following Questions

(5X10 =50 Marks)

UNIT I

**Q9
OR
Q10**

UNIT II

**Q11
OR
Q12**

UNIT III

Q13
OR
Q14

UNIT IV

Q15
OR
Q16

UNIT V

Q17
OR
Q18

Signature of the Members

Signature of the Chairman



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Academic Year 2026-2027 (W.E.F. 2025 – 2026)

SEMESTER -III

Course 6: BUSINESS STATISTICS

Code: 25BBA302T

Time: 3 hrs

Max Marks:70

MODEL QUESTION PAPER

SECTION -A

Answer any Five of the following Questions

5X4 =20 Marks

1. Definition of Statistics
2. Primary data
3. Standard deviation
4. Range and its co-efficient
5. Explain the uses of correlation
6. Geometric mean
7. Explain any three advantages of index numbers
8. Find the mode from the following data
8,10,5,8,12,7,8,9,11,7
9. Index Numbers.
10. Methods of index numbers.

SECTION – B

Answer any one from each Unit of the following Questions

(5X10 =50 Marks)

UNIT I

9. Construct a Pie-chart

Item	Food	Clothing	Education	Recreation	Others
Expenditure(Rs.)	2000	1000	1200	500	300

OR

10. Draw a histogram and polygon curve

Wages	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80
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No. of Workers	7	10	12	15	18	12	9	3
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UNIT II

11 From the following data, you calculate A.M. by Step-deviation method.

Marks	0-10	10-20	20-30	30-40	40-50	50-60
No. of students	5	10	25	30	20	10

OR

12 Find median of the following frequency distribution.

classes	50-70	70-90	90-110	110-130	130-150	150-170
Frequency	14	25	36	43	8	2

UNIT III

13 Calculate the mead deviation and the co-efficient with median from the following

Income	40-50	50-60	60-70	70-80	80-90	90-100
No.of workers	5	10	20	25	15	5

OR

14 Find Standard deviation from the following data. Also calculate co-efficient of variance

X	20-30	30-40	40-50	50-60	60-70
Frequency	7	10	20	18	7

UNIT IV

15. Compute Karl Pearson's Co-efficient of correlation from the following data.

X	50	52	53	49	47
Y	32	34	31	28	29

OR

16. The following data provides the ranks of 10 students in two subjects.

Stat	9	6	1	2	3	7	10	5	8	4
Maths	1	5	8	2	6	7	10	4	9	3

Calculate rank correlation.

UNIT V

17 Construct on index numbers under simple aggregative method by taking the base year is 2000

Year	1993	1994	1995	1996	1997	1998	1999	2000	2001
Price(Rs.)	4	5	6	7	8	10	9	10	11

OR

18. Compute Fisher's Ideal Index from the following data and show that it satisfies time reversal test and factor reversal test.

Commodity	1989		1990	
A	4	40	5	50
B	8	64	9	80
C	10	70	10	70
D	2	10	4	16

Signature of the Members

Signature of the Chairman



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DEPARTMENT OF COMMERCE AND MANAGEMENT UG B.B.A HONOURS

Academic Year 2026-2027 (W.E.F. 2025 – 2026)

SEMESTER -III

Course 7: BUSINESS COMMUNICATION

Credits:4

COURSE CODE: 25BBA303T

4hrs/week

Course Objectives

This course is designed to:

- Provide a clear understanding of the principles and process of business communication.
- Develop proficiency in both oral and written communication in a business context.
- Enhance the ability to prepare professional business correspondence and reports.
- Inculcate skills for effective presentation, negotiation, and interpersonal communication.
- Enable students to adapt communication strategies across cultures and media.

Course Outcomes (COs)

Upon successful completion of this course, the students will be able to:

- CO1: Understand the fundamentals, types, and barriers of business communication.
- CO2: Draft professional business letters, memos, and emails using correct formats and tone.
- CO3: Prepare and deliver effective presentations and participate in business meetings.
- CO4: Demonstrate improved listening, negotiation, and interpersonal skills.
- CO5: Apply communication strategies effectively in intercultural and digital contexts.

SYLLABUS

Unit I: Fundamentals of Business Communication

Communication – Meaning, Objectives, Process, and Importance – Principles of Effective Communication – Channels and Types – Verbal and Non-Verbal Communication – Barriers to Communication – Overcoming Communication Barriers – Business Etiquette and Professionalism in Communication.

Unit II: Written Communication in Business

Structure and Layout of Business Letters – Letters: Enquiry, Order, Complaint, Sales, and

Collection – Memos, Notices, Circulars – Agenda and Minutes of Meetings – Resume and Email Etiquette – Report Writing: Types, Format, and Essentials of Good Reports.

Unit III: Oral Communication and Public Speaking

Principles of Effective Oral Communication – Telephonic Conversation – Interview Skills – Group Discussions – Business Presentations: Planning, Preparation, and Delivery – Use of Visual Aids – Handling Q&A Sessions – Speech Anxiety and Confidence Building.

Unit IV: Interpersonal and Negotiation Skills

Listening Skills – Active and Empathetic Listening – Interpersonal Communication in the Workplace – Assertiveness and Conflict Resolution – Negotiation: Process, Types, and Techniques – Role Plays and Case Scenarios – Communication in Teams and Leadership Communication.

Unit V: Technology and Cross-Cultural Communication

Digital Communication Tools – Social Media for Business Communication – Video Conferencing and Virtual Meetings – Communication across Cultures – Barriers to Cross-Cultural Communication – Tips for Effective Global Communication – Ethics in Digital and Intercultural Communication.

Student-Centric Activities

- ☐ Business Letter Drafting Practice: Students prepare various types of letters using professional formats.
- ☐ Mock Interviews and Role Plays: Practice real-time HR interviews, negotiation, and client handling.
- ☐ Presentation Lab: Students design and deliver PowerPoint presentations with feedback sessions.
- ☐ Group Discussions: Weekly GD sessions on current business topics to build critical thinking.
- ☐ Email and Report Writing Exercises: Weekly assignments using business email and reporting formats.

References

1. Krizan, A. C., Merrier, P., & Jones, C. (2022). Business Communication. Cengage Learning.
2. Lesikar, R. V., & Flatley, M. E. (2021). Basic Business Communication: Skills for Empowering the Internet Generation. McGraw-Hill Education.
3. Raman, M., & Singh, P. (2022). Business Communication. Oxford University Press.
4. Bovee, C. L., & Thill, J. V. (2021). Business Communication Today. Pearson Education.
5. Kaul, A. (2020). Effective Business Communication. PHI Learning.

Cos,Pos and PSOs MAPPING

Business Communication – Sample Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO3	PSO6
CO1	2	2	3	–	1	2	2	1	2	2	2	3	3
CO2	2	3	3	–	1	2	2	1	2	2	2	3	3
CO3	3	2	3	–	2	2	2	1	3	2	3	3	3
CO4	2	3	3	–	2	3	2	1	2	2	2	3	3
CO5	2	3	3	1	2	3	3	2	3	2	3	3	3
CO6	3	3	3	1	2	3	3	2	3	2	3	3	3



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DEPARTMENT OF COMMERCE AND MANAGEMENT

UG B.B.A HONOURS

Academic Year 2026-2027 (W.E.F. 2025 – 2026)

SEMESTER -III

Course 7: BUSINESS COMMUNICATION

Code: 25BBA303T

BLUE PRINT FOR THE MODEL PAPER

SL.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 Questions	Marks allotted to each question	Total Marks
1.	Section - A (Short Questions)	10	5	50	5	4	20
2.	Section - B (Essay Questions)	10	10	100	5	10	50
Total Marks				150	Total Marks		70



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DEPARTMENT OF COMMERCE AND MANAGEMENT

UG B.B.A HONOURS

Academic Year 2026-2027 (W.E.F. 2025 – 2026)

SEMESTER -III

Course 7: BUSINESS COMMUNICATION

Code: 25BBA303T

BLUE PRINT FOR THE QUESTION PAPER SETTING

Chapter Name	Short questions 5 marks	Essay questions 10 marks
UNIT – I	2	2
UNIT – II	2	2
UNIT – III	2	2
UNIT – IV	2	2
UNIT – V	2	2
Total No. of Questions	10	10

Signature of the Members

Signature of the BoS Chairman



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DEPARTMENT OF COMMERCE AND MANAGEMENT

UG B.B.A HONOURS

Academic Year 2026-2027 (W.E.F. 2025 – 2026)

SEMESTER -III

Course 7: BUSINESS COMMUNICATION

Code: 25BBA303T

Time: 3 hrs

Max Marks:70

MODEL QUESTION PAPER

SECTION -A

Answer any Five of the following Questions

5X4 =20 Marks

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

SECTION – B

Answer any one from each Unit of the following Questions

(5X10 =50 Marks)

UNIT I

**Q9
OR
Q10**

UNIT II

**Q11
OR
Q12**

UNIT III

Q13
OR
Q14

UNIT IV

Q15
OR
Q16

UNIT V

Q17
OR
Q18

Signature of the Members

Signature of the Chairman



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DEPARTMENT OF COMMERCE AND MANAGEMENT

UG B.B.A HONOURS

Academic Year 2026-2027 (W.E.F. 2025 – 2026)

SEMESTER -III

Course 7: BUSINESS COMMUNICATION

Code: 25BBA303T

Time: 3 hrs

Max Marks:70

MODEL QUESTION PAPER

SECTION -A

Answer any Five of the following Questions

5X4 =20 Marks

1. Define Communication
2. Verbal and non-verbal communication
3. Define Memos and Notices
4. Define Report writing
5. Define Oral Communication
6. Group Discussions
7. Interpersonal communication
8. Virtual meetings
9. Social Media for Business Communication
10. Ethics in Intercultural Communication

SECTION – B

Answer any one from each Unit of the following Questions

(5X10 =50 Marks)

UNIT I

9. Define Communication? Explain Objectives of Communication.

OR

10. Explain importance and process of communication

UNIT II

11. Describe Structure and Layout of Business Letters.

OR

12. Explain types of report writing.

UNIT III

13. Explain Principles of Effective Oral Communication

OR

14. Explain telephonic conversation and group discussions.

UNIT IV

15. Explain listening skills and interpersonal communication in the workplace.

OR

16. Explain role plays and case scenarios

UNIT V

17. Explain digital communication tools

OR

18. Explain ethics in digital and intercultural communication.

Signature of the Members

Signature of the Chairman

**UG B.B.A HONOURS
SEMESTER-IV**

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DEPARTMENT OF COMMERCE AND MANAGEMENT

II B.B.A

Semester IV

COURSE STRUCTURE

SL.No.	Course	Name of the Subject	Course Code	Total Marks	Mid Exam	Sem. End Exam	Teaching Hours	Credits
1.	Major	Marketing Management	25BBA401T	100	30	70	4	4
2.	Major	Human Resource Management	25BBA402T	100	30	70	4	4
3.	Major	Financial Management	25BBA403T	100	30	70	4	4

Signature of the Members

Signature of the BoS Chairman



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DEPARTMENT OF COMMERCE AND MANAGEMENT UG B.B.A HONOURS SEMESTER -IV

Programme Outcomes (POs)

PO Programme Outcome

- PO1** Apply knowledge of management, commerce, economics and allied business disciplines to business situations.
- PO2** Develop critical thinking, analytical and problem-solving skills for effective managerial decision-making.
- PO3** Demonstrate effective oral, written, interpersonal and digital communication skills.
- PO4** Apply quantitative, statistical and analytical techniques in business decision-making.
- PO5** Demonstrate entrepreneurial, innovative and managerial skills to identify and develop business opportunities.
- PO6** Demonstrate leadership, teamwork, collaboration and interpersonal skills in organizational settings.
- PO7** Apply ethical, professional and socially responsible practices in business and society.
- PO8** Analyse the impact of economic, social, technological, legal and global developments on business organizations.
- PO9** Use digital technologies and business tools for effective information management and decision-making.
- PO10** Develop lifelong learning, professional development and adaptability to changing business environments.

Programme Specific Outcomes (PSOs)

PSO Programme Specific Outcome

- PSO1** Apply principles of management, marketing, finance and human resource management to solve business and organizational problems.
- PSO2** Analyse business information using quantitative, financial and analytical techniques to support managerial decision-making.
- PSO3** Demonstrate effective communication, interpersonal, leadership and teamwork skills

- PSO** Programme Specific Outcome
required in professional business environments.
- PSO4** Identify entrepreneurial opportunities and develop innovative and sustainable business solutions.
- PSO5** Evaluate the impact of economic, social, technological, legal and global factors on business strategies and organizational performance.
- PSO6** Apply ethical, professional and socially responsible practices in managing business organizations and human resources.

Course Outcomes (COs)

1. MARKETING MANAGEMENT

After successful completion of the course, students will be able to:

- CO** Course Outcome
- CO1** Explain the concepts, nature, scope, functions and importance of marketing management.
- CO2** Analyse consumer behaviour and identify factors influencing consumer purchasing decisions.
- CO3** Apply marketing principles in product, pricing, promotion and distribution decisions.
- CO4** Evaluate marketing strategies based on customer needs, market conditions and competitive situations.
- CO5** Analyse the role of digital marketing, social media and emerging technologies in modern marketing.
- CO6** Develop appropriate marketing strategies for products and services in competitive business environments.

CO–PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	2	1	1	2	1	1
CO2	3	3	2	2	2	1	1	2	2	2
CO3	3	3	2	2	3	1	1	2	2	2
CO4	3	3	2	2	3	2	2	3	2	2
CO5	3	3	2	1	3	2	1	3	3	3
CO6	3	3	2	2	3	2	2	3	3	3

CO–PSO Mapping

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	1	2	2	2	1
CO2	3	2	2	2	3	1
CO3	3	2	2	3	2	1
CO4	3	2	2	3	3	2

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO5	3	2	3	3	3	2
CO6	3	2	3	3	3	2

2. HUMAN RESOURCE MANAGEMENT

After successful completion of the course, students will be able to:

CO Course Outcome

CO1 Explain the concepts, objectives, functions and significance of Human Resource Management.

CO2 Analyse the processes of human resource planning, recruitment and selection in organizations.

CO3 Apply appropriate methods of training, development and performance appraisal.

CO4 Examine compensation, employee welfare, motivation and employee retention practices.

CO5 Analyse employee relations, workplace diversity and contemporary challenges in Human Resource Management.

CO6 Develop appropriate HR strategies to improve employee performance and organizational effectiveness.

CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	2	2	2	2	1	1
CO2	3	3	2	1	2	2	2	2	2	2
CO3	3	3	2	1	3	2	2	2	2	2
CO4	3	3	2	2	3	3	3	2	2	2
CO5	3	3	3	1	2	3	3	3	2	3
CO6	3	3	2	2	3	3	3	3	2	3

CO-PSO Mapping

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	1	2	1	2	3
CO2	3	1	2	2	2	3
CO3	3	1	2	2	2	3
CO4	3	2	3	2	3	3
CO5	3	2	3	2	3	3
CO6	3	2	3	3	3	3

3. FINANCIAL MANAGEMENT

After successful completion of the course, students will be able to:

CO Course Outcome

CO1 Explain the meaning, objectives, scope and functions of Financial Management.

CO2 Apply the concepts of time value of money, risk and return in financial decision-making.

CO3 Analyse capital budgeting techniques and evaluate investment decisions.

CO4 Examine capital structure, cost of capital and financing decisions of business organizations.

CO5 Analyse working capital requirements and formulate appropriate working capital management strategies.

CO6 Evaluate financial decisions using appropriate techniques to improve profitability and maximize shareholder wealth.

CO–PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	2	1	1	1	2	1	1
CO2	3	3	1	3	2	1	1	2	2	2
CO3	3	3	1	3	2	1	1	2	3	2
CO4	3	3	1	3	3	1	1	3	3	2
CO5	3	3	1	3	3	1	2	3	3	2
CO6	3	3	1	3	3	2	2	3	3	3

CO–PSO Mapping

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	1	1	2	1
CO2	3	3	1	2	2	1
CO3	3	3	1	2	3	1
CO4	3	3	1	2	3	2
CO5	3	3	1	2	3	2
CO6	3	3	1	3	3	2

Mapping Scale

3 – Strong Correlation | 2 – Moderate Correlation | 1 – Low Correlation | – No Correlation



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DEPARTMENT OF COMMERCE AND MANAGEMENT UG B.B.A HONOURS

Academic Year 2026-2027 (W.E.F. 2025 – 2026)

SEMESTER -IV

Course 8: MARKETING MANAGEMENT

Credits:4

COURSE CODE: 25BBA401T

4hrs/week

Course Objectives

- This course is designed to Introduce the core concepts and functions of marketing in business management.
- Develop understanding of market segmentation, targeting, and positioning strategies.
- Familiarize students with product, price, place, and promotion (4Ps) decisions.
- Explore marketing strategies in competitive and global environments.
- Apply marketing principles in real-life business situations and case studies.

Course Outcomes (COs) Upon successful completion of this course, the students will be able to:

CO1: Understand the nature, role, and scope of marketing in business.

CO2: Analyze customer needs and implement segmentation, targeting, and positioning strategies.

CO3: Apply 4Ps in developing a marketing mix for products and services.

CO4: Evaluate marketing strategies in different competitive scenarios.

CO5: Design basic marketing plans and assess consumer behavior patterns.

SYLLABUS

Unit I: Introduction to Marketing :

Definition, Nature, and Scope of Marketing – Evolution of Marketing Concepts – Core Marketing Concepts – Role of Marketing in Organizations and the Economy – Marketing vs. Selling – Marketing Environment: Micro and Macro Factors.

Unit II: Consumer Behavior:

Understanding Consumer Behavior – Buying Decision Process – Influencing Factors – Market Segmentation: Meaning, Bases, and Benefits – Targeting Strategies – Product Positioning: Concepts, Strategies, and Differentiation.

Unit III: Product and Pricing Decisions Product:

Concept, Levels, and Classifications – Product Life Cycle (PLC) – New Product Development – Branding, Packaging, and Labeling – Pricing: Objectives, Factors Affecting Price Decisions – Pricing Strategies and Methods.

Unit IV: Distribution and Promotion Decisions Place - (Distribution):

Channels of Distribution – Types and Functions of Intermediaries – Logistics and Supply Chain Management – Promotion: Elements of Promotion Mix – Advertising, Personal Selling, Sales Promotion, and Public Relations – Recent Trends in Promotion.

Unit V: Marketing Strategy and Trends:

Marketing Planning and Control – Competitor Analysis – Strategic Marketing Process – Digital Marketing Basics – Rural and Green Marketing - Ethics in Marketing – Global Marketing Challenges and Opportunities.

Student-Centric Activities

- ☐ Case Study Analysis: Study real-world companies and their marketing strategies.
- ☐ Product Pitch Activity: Create and present a product with complete marketing mix.
- ☐ Consumer Survey Project: Conduct a small survey to analyze buying behavior.
- ☐ Group Presentation: Segmentation and positioning analysis for a selected brand.
- ☐ Marketing Campaign Design: Develop a mini ad campaign using social media tools.

References

1. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2022). Marketing Management (15th ed.). Pearson Education.
2. Ramaswamy, V. S., & Namakumari, S. (2021). Marketing Management. McGraw-Hill Education.
3. Saxena, R. (2021). Marketing Management. Tata McGraw-Hill.
4. Etzel, M. J., Walker, B. J., & Stanton, W. J. (2020). Marketing. McGraw-Hill.
5. Arora, R. (2021). Marketing Management. Himalaya Publishing House.

Cos,Pos and PSOs Mapping

CO–PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	2	1	1	2	1	1
CO2	3	3	2	2	2	1	1	2	2	2
CO3	3	3	2	2	3	1	1	2	2	2
CO4	3	3	2	2	3	2	2	3	2	2
CO5	3	3	2	1	3	2	1	3	3	3
CO6	3	3	2	2	3	2	2	3	3	3

CO–PSO Mapping

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	1	2	2	2	1
CO2	3	2	2	2	3	1
CO3	3	2	2	3	2	1
CO4	3	2	2	3	3	2
CO5	3	2	3	3	3	2
CO6	3	2	3	3	3	2



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SEMESTER -IV

Course 8: MARKETING MANAGEMENT

COURSE CODE: 25BBA401T

BLUE PRINT FOR THE MODEL PAPER

SL.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 Questions	Marks allotted to each question	Total Marks
1.	Section - A (Short Questions)	10	5	50	5	4	20
2.	Section - B (Essay Questions)	10	10	100	5	10	50
Total Marks				150	Total Marks		70



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SEMESTER -IV

Course 8: MARKETING MANAGEMENT

COURSE CODE: 25BBA401T

BLUE PRINT FOR THE QUESTION PAPER SETTING

Chapter Name	Short questions 5 marks	Essay questions 10 marks
UNIT – I	2	2
UNIT – II	2	2
UNIT – III	2	2
UNIT – IV	2	2
UNIT – V	2	2
Total No. of Questions	10	10

Signature of the Members

Signature of the BoS Chairman



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SEMESTER -IV

Course 8: MARKETING MANAGEMENT

Code: 25BBA401T

Time: 3 hrs

Max Marks:70

MODEL QUESTION PAPER

SECTION -A

Answer any Five of the following Questions

5X4 =20 Marks

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

SECTION – B

Answer any one from each Unit of the following Questions

(5X10 =50 Marks)

UNIT I

**Q9
OR
Q10**

UNIT II

Q11
OR
Q12

UNIT III

Q13
OR
Q14

UNIT IV

Q15
OR
Q16

UNIT V

Q17
OR
Q18

Signature of the Members

Signature of the Chairman



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SEMESTER -IV

Course 8: MARKETING MANAGEMENT

Code: 25BBA401T

Time: 3 hrs

Max Marks:70

MODEL QUESTION PAPER

SECTION -A

Answer any Five of the following Questions

5X4 =20 Marks

1. Define Marketing
2. Marketing Vs. Selling
3. Market Segmentation
4. Targeting Strategies
5. Product Life Cycle
6. Objectives of Price Decisions
7. Branding and packaging.
8. Elements of Promotion Mix.
9. Digital Marketing
10. Competitor Analysis.

SECTION – B

Answer any one from each Unit of the following Questions

(5X10 =50 Marks)

UNIT I

11. Define Marketing? Explain Nature, Scope and Evolution of Marketing

OR

12. Describe about Micro and Macro Factors in Marketing Environment.

UNIT II

13. Explain Buying Decision Process in Consumer Behavior

OR

14. Describe about Market Segmentation and benefits.

UNIT III

15. Explain Product Life Cycle and New Product Development.

OR

16. What are the Objectives of Price Decisions and its methods.

UNIT IV

17. Explain Channels of Distribution and functions.

OR

18. Describe about Supply Chain Management and elements of Promotion Mix.

UNIT V

19. Define Market Planning? Explain Strategic Marketing Process.

OR

20. Describe Elements of Promotion Mix and Recent Trends in Promotion.

Signature of the Members

Signature of the Chairman



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DEPARTMENT OF COMMERCE AND MANAGEMENT UG B.B.A HONOURS

Academic Year 2026-2027 (W.E.F. 2025 – 2026)

SEMESTER -IV

Course 9: HUMAN RESOURCE MANAGEMENT

Credits:4

COURSE CODE: 25BBA402T

4hrs/week

Course Objectives

This course is designed to:

- Understand the nature, scope, and evolution of human resource management (HRM).
- Familiarize students with key HR functions such as recruitment, selection, training, and performance appraisal.
- Analyze the legal and ethical aspects of managing human resources.
- Explore employee engagement, motivation, and retention strategies.
- Assess the challenges of HRM in changing business environments.

Course Outcomes (COs) Upon completion of the course, students will be able to:

CO1: Understand the principles and practices of HRM in organizations.

CO2: Apply recruitment, selection, training, and appraisal techniques effectively.

CO3: Analyze labor laws and their impact on employee relations.

CO4: Evaluate HR policies that promote motivation and retention.

CO5: Understand emerging trends in HRM such as HR analytics and remote work.

SYLLABUS

Unit I: Introduction to HRM:

Definition, Nature, and Scope of HRM – Evolution and Functions of HRM – HRM vs. Personnel Management – Strategic HRM – Role of HR Manager – HRM in the Digital Era – Challenges of HRM in Globalized Context.

Unit II: Human Resource Planning and Recruitment :

Concept and Process – Job Analysis: Job Description and Job Specification – Recruitment: Sources and Methods – Selection Process – Interviews and Testing – Placement and Induction – Internal Mobility and Transfers.

Unit III: Training, Development, and Performance Appraisal Employee Training:

Needs, Methods, and Evaluation – Management Development – Career Planning and Succession Planning – Performance Appraisal: Methods, Issues, and Feedback – Potential Appraisal and 360-Degree Feedback.

Unit IV: Compensation and Employee Welfare:

Wage and Salary Administration – Components of Compensation – Incentives and Fringe Benefits – Employee Welfare Measures – Quality of Work Life (QWL) – Social Security and Grievance Handling Mechanism.

Unit V: Industrial Relations and Emerging Trends Industrial Relations:

Concept, Importance, and Causes of Disputes – Trade Unions – Collective Bargaining – HRM and Technology – Remote Work and Hybrid Models – HR Analytics – Employee Engagement and Employer Branding.

Student-Centric Activities

- ☐ Role Plays: Conducting mock interviews and appraisal discussions.
- ☐ Case Study: Analysis of HR issues in real-life organizations.
- ☐ Group Presentation: On HR trends like gig economy or HR tech.
- ☐ Job Analysis Project: Create job descriptions/specifications for sample roles.
- ☐ Survey Activity: Assess employee satisfaction/motivation in a small enterprise.

Recommended Textbooks

1. Gary Dessler (2022). Human Resource Management. Pearson Education.
2. K. Aswathappa (2021). Human Resource Management: Text and Cases. McGraw Hill.
- 3 V.S.P. Rao (2021). Human Resource Management. Himalaya Publishing House.
4. C.B. Gupta (2022). Human Resource Management. Sultan Chand & Sons.
5. Snell & Bohlander (2020). Managing Human Resources. Cengage Learning.

CO–PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
C01	3	2	2	1	2	2	2	2	1	1
C02	3	3	2	1	2	2	2	2	2	2
C03	3	3	2	1	3	2	2	2	2	2
C04	3	3	2	2	3	3	3	2	2	2
C05	3	3	3	1	2	3	3	3	2	3
C06	3	3	2	2	3	3	3	3	2	3

CO–PSO Mapping

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
C01	3	1	2	1	2	3
C02	3	1	2	2	2	3
C03	3	1	2	2	2	3
C04	3	2	3	2	3	3
C05	3	2	3	2	3	3
C06	3	2	3	3	3	3



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DEPARTMENT OF COMMERCE AND MANAGEMENT

UG B.B.A HONOURS

Academic Year 2026-2027 (W.E.F. 2025 – 2026)

SEMESTER -IV

Course 9: HUMAN RESOURCE MANAGEMENT

COURSE CODE: 25BBA402T

BLUE PRINT FOR THE MODEL PAPER

SL.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 Questions	Marks allotted to each question	Total Marks
1.	Section - A (Short Questions)	10	5	50	5	4	20
2.	Section - B (Essay Questions)	10	10	100	5	10	50
Total Marks				150	Total Marks		70



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SEMESTER -IV

Course 9: HUMAN RESOURCE MANAGEMENT

COURSE CODE: 25BBA402T

BLUE PRINT FOR THE QUESTION PAPER SETTING

Chapter Name	Short questions 5 marks	Essay questions 10 marks
UNIT – I	2	2
UNIT – II	2	2
UNIT – III	2	2
UNIT – IV	2	2
UNIT – V	2	2
Total No. of Questions	10	10

Signature of the Members

Signature of the BoS Chairman



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Academic Year 2026-2027 (W.E.F. 2025 – 2026)

SEMESTER -IV

Course 9: HUMAN RESOURCE MANAGEMENT

Time: 3 hrs

COURSE CODE: 25BBA402T

Max Marks:70

MODEL QUESTION PAPER

SECTION -A

Answer any Five of the following Questions

5X4 =20 Marks

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

SECTION – B

Answer any one from each Unit of the following Questions

(5X10 =50 Marks)

UNIT I

**Q9
OR
Q10**

UNIT II

Q11

OR
Q12

UNIT III

Q13
OR
Q14

UNIT IV

Q15
OR
Q16

UNIT V

Q17
OR
Q18

Signature of the Members

Signature of the Chairman



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Academic Year 2026-2027 (W.E.F. 2025 – 2026)

SEMESTER -IV Course 9: HUMAN RESOURCE MANAGEMENT

Time: 3 hrs

COURSE CODE: 25BBA402T

Max Marks:70

MODEL QUESTION PAPER

SECTION -A

Answer any Five of the following Questions

5X4 =20 Marks

1. Define Human Resource Management
2. HRM Vs. Personnel Management
3. Job Description.
4. Internal Mobility.
5. Potential Appraisal.
6. Performance Appraisal.
7. Quality of work life
8. Grievance Handling Mechanism
9. Remote Work and Hybrid Models
10. HR Analytics.

SECTION – B

Answer any one from each Unit of the following Questions

(5X10 =50 Marks)

UNIT I

11. Explain Nature, Scope and Evolution of Human Resource Management.

OR

12. Describe about Challenges of HRM in Globalized Context.

UNIT II

13. Explain Human Resource Planning concept and Process.

OR

14. Describe about Selection Process in Recruitment.

UNIT III

15. Explain methods and Evaluation in Training and Development.

OR

16. Discuss about Performance Appraisal methods, issues and feedback.

UNIT IV

17. Explain Wage and Salary Administration in Employee Welfare.

OR

18. Discuss about Quality of Work Life and Fringe Benefits of Employee Welfare.

UNIT V

19. Explain Emerging Trends Industrial Relations and causes of disputes.

OR

20. Discuss about HR Employee Engagement and Employer Branding.

Signature of the Members

Signature of the Chairman



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DEPARTMENT OF COMMERCE AND MANAGEMENT UG B.B.A HONOURS

Academic Year 2026-2027 (W.E.F. 2025 – 2026)

SEMESTER -IV

Course 10: FINANCIAL MANAGEMENT

Credits:4

COURSE CODE: 25BBA403T

4hrs/week

Course Objectives

This course is designed to:

- Introduce students to the principles and functions of financial management.
- Provide knowledge on financial planning, capital budgeting, and working capital management. Develop skills in evaluating financial performance using various tools.
- Familiarize students with the concepts of cost of capital, capital structure, and dividend policies. Enable students to make sound financial decisions in business contexts.

Course Outcomes (COs) Upon completion of the course, students will be able to:

CO1: Understand the role and scope of financial management in business.

CO2: Analyze financial statements and ratios to evaluate firm performance.

CO3: Apply capital budgeting techniques to assess investment decisions.

CO4: Evaluate decisions related to capital structure, leverage, and dividend policy.

CO5: Plan and manage working capital efficiently.

SYLLABUS

Unit I: Introduction to Financial Management Nature, Scope, and Objectives of Financial Management – Profit vs. Wealth Maximization – Functions of Finance Manager – Time Value of Money – Risk and Return Trade-Off – Financial Decisions and their Interrelation. Unit II: Capital Budgeting

Unit II: Start-up Ecosystem and Policy Framework Meaning and Components of Start-up Ecosystem – National and Global Start-up Ecosystems – Role of Institutions: NITI Aayog, Start-up India, DPIIT, MSME, Atal Innovation Mission – Start-up Policy Initiatives at Central and State Levels – Start-up India Recognition and Benefits.

Unit III: Idea Generation and Business Models Creativity and Innovation in Entrepreneurship – Sources of Business Ideas – Screening and Feasibility Study – Design Thinking – Lean Start-up Principles – Business Model Canvas and Lean Canvas – Minimum Viable Product (MVP) – Value Proposition Design.

Unit IV: Funding, Incubation, and Support Mechanisms Types of Start-up Funding: Bootstrapping, Angel Investors, Venture Capital, Crowd funding – Seed Funding and Series A/B/C – Role of Incubators and Accelerators – Pitching to Investors – Components of a Business Pitch – Start-up Valuation – Exit Strategies (IPO, Acquisition).

Unit V: Legal, Operational & Growth Aspects Legal Forms of Business – Start-up Registration, Intellectual Property Rights (IPR), GST, and Compliance – Challenges in Start-up Execution – Scaling Strategies – Growth Hacking – Case Studies of Indian Unicorns and Successful Entrepreneurs – Failure and Pivoting Strategies.

Student-Centric Activities:

- Ideation Workshops and pitch deck presentations.
- Visits to Incubation Centres or Start-up Hubs (e.g., T-Hub, iCreate).
- Case Study Discussions on Indian start-ups and unicorns.
- Guest Lectures from entrepreneurs, investors, and start-up mentors. Group Projects on preparing a business model canvas.

Recommended Textbooks and Readings:

- Hisrich, R.D., Peters, M.P., & Shepherd, D.A. (2022). Entrepreneurship.
- McGraw-Hill Education. Sahay, A. & Nirjar, R. (2021). Entrepreneurship and New Venture Creation. Excel Books. Ries, E. (2011).
- The Lean Start-up: How Today's Entrepreneurs Use Continuous Innovation. Crown Publishing. Taneja, S. (2022). Entrepreneurship Development.
- Himalaya Publishing House. Government of India Resources: Start-up India Handbook, DPIIT Start-up Guidelines, NITI Aayog Policy Notes.

CO–PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	2	1	1	1	2	1	1
CO2	3	3	1	3	2	1	1	2	2	2
CO3	3	3	1	3	2	1	1	2	3	2
CO4	3	3	1	3	3	1	1	3	3	2
CO5	3	3	1	3	3	1	2	3	3	2
CO6	3	3	1	3	3	2	2	3	3	3

CO–PSO Mapping

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	1	1	2	1
CO2	3	3	1	2	2	1
CO3	3	3	1	2	3	1
CO4	3	3	1	2	3	2
CO5	3	3	1	2	3	2
CO6	3	3	1	3	3	2

Mapping Scale

3 – Strong Correlation | 2 – Moderate Correlation | 1 – Low Correlation | – No Correlation



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DEPARTMENT OF COMMERCE AND MANAGEMENT

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SEMESTER -IV

Course 10:FINANCIAL MANAGMENT

COURSE CODE: 25BBA403T

BLUE PRINT FOR THE MODEL PAPER

SL.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 Questions	Marks allotted to each question	Total Marks
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2.	Section - B (Essay Questions)	10	10	100	5	10	50
Total Marks				150	Total Marks		70



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SEMESTER -IV

Course 10:FINANCIAL MANAGMENT

COURSE CODE: 25BBA403T

BLUE PRINT FOR THE QUESTION PAPER SETTING

Chapter Name	Short questions 5 marks	Essay questions 10 marks
UNIT – I	2	2
UNIT – II	2	2
UNIT – III	2	2
UNIT – IV	2	2
UNIT – V	2	2
Total No. of Questions	10	10

Signature of the Members

Signature of the BoS Chairman



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DEPARTMENT OF COMMERCE AND MANAGEMENT

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SEMESTER -IV

Course 10:FINANCIAL MANAGMENT

Time: 3 hrs

COURSE CODE: **25BBA403T**

Max Marks:70

MODEL QUESTION PAPER

SECTION -A

Answer any Five of the following Questions

5X4 =20 Marks

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

SECTION – B

Answer any one from each Unit of the following Questions

(5X10 =50 Marks)

UNIT I

Q9
OR
Q10

UNIT II

Q11

OR
Q12

UNIT III

Q13
OR
Q14

UNIT IV

Q15
OR
Q16

UNIT V

Q17
OR
Q18

Signature of the Members

Signature of the Chairman



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SEMESTER -IV

Course 10: FINANCIAL MANAGEMENT

Time: 3 hrs

COURSE CODE: 25BBA403T

Max Marks:70

MODEL QUESTION PAPER

SECTION -A

Answer any Five of the following Questions

5X4 =20 Marks

1. Define Financial Management.
2. Risk and Return Trade off.
3. Capital Budgeting.
4. Net Present Value.
5. Capital Structure
6. Operating Cycle
7. MM Hypothesis
8. Dividend Policy.
9. Financial Planning.
10. Long-term Finance

SECTION – B

Answer any one from each Unit of the following Questions

(5X10 =50 Marks)

UNIT I

11. Explain nature, scope and objectives of Financial Management

OR

12. Discuss about Profit Vs. Wealth Maximization.

UNIT II

13. Define Capital Budgeting? Explain Importance of Capital Budgeting.

OR

14. X Ltd, Issues 50,000 8% Debentures of Rs.1 each at a premium of 10%. The costs of floatation are 2%. The Rate of tax applicable to the company is 60%. Compute the debt capital

UNIT III

15. Discuss about Capital structure and Significance of capital structure.

OR

16. Usha Ltd. Finances all its investments by 40 percent debt and 60 percent equity. The estimated required rate of return on equity is 10 percent after taxes and that of the debt is 4 per cent after taxes. The firm is considering an investment proposal costing Rs.4,00,000 with an expected return that will last for ever. What amount must be proposal yield per year so that the market price of the share does not change? Show calculation to prove your point?

UNIT IV

17. Explain determinants of Working Capital and Operating Cycle

OR

18. Calculate the Pay-back periods of the following projects each requiring a cash outlay of Rs.1,00,000. Suggest which projects are acceptable if the standard pay-back period is 5 years

UNIT V

19. Explain Determinants and types of dividend policies.

OR

20.. Explain Walter, Gordon and MM Hypothesis

Signature of the Members

Signature of the Chairman

Smt N.P.S. Govt. College for Women(A), CHITTOOR

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Email: Chittoor.w.jkc@gmail.com

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Affiliated to Sri Venkateswara University: Tirupati.

DEPARTMENT OF COMMERCE

LIST OF PAPER SETTERS

S.No.	Name of the Examiner with Designation	Qualification	Address
1	Dr.P.Venu Gopal Lecturer in Commerce	M.Com.,Ph.D	Puttur Contact : 9393887222
2	Dr.N.A.Althaf Lecturer in Commerce	M.Com.,Ph.D	SKP GDC(A) Guntakal Contact : 9533504662
3.	Dr.G.Ranganath Asst.Professor of Commerce	M.Com.,Ph.D	GDC Arts College (A) Anantapur Contact:988738060
4.	Dr.U.Prabhakar Reddy Asst. Professor of Commerce	M.Com.,Ph.D	GDC Arts College (A) Anantapur Contact:9966574101
5	Dr.V.Buccaiah Lecturer in Commerce	M.Com.,Ph.D	GDC, Kurnool Contact:9441509276
6	Dr. G. Gangaiah Lecturer in Commerce	M.Com.,Ph.D	GDC, Puttur Contact:9290293399

**Signature of the BOS Chairman
Members**

Signature of the BOS

Smt N.P.S. Govt. College for Women(A), CHITTOOR

www.npsgcwctr.edu.in



Email:Chittoor.w.jkc@gmail.com

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Signature of the BOS Chairman

Signature of the BOS Members



Smt N.P.S. Govt College for Women(A), Chittoor.

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DEPARTMENT OF COMMERCE AND MANAGEMENT

UG B.B.A HONOURS

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Signature of the Members

Signature of the BOS Chairman



Smt N.P.S. Govt College for Women(A), Chittoor.

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DEPARTMENT OF COMMERCE AND MANAGEMENT

UG B.B.A HONOURS

EVALUATION / ASSESSMENT PATTERN EVALUATION SCHEME

Standard Operating Procedure for Continuous Internal Assessment (Internal Marks – 30). The Internal marks in all the courses/subjects will be awarded based on continuous internal assessment made during the semester concerned. For each Courses/subject 30 marks are allotted for internal assessment and 70 marks are allotted for the End Semester Examination.

Continuous Internal Evaluation (CIA):

It has been decided to introduce Continuous Internal assessment marks for a total of 60 marks, which are to be distributed as follows:

S.No.	Component			Distribution of Marks
1	CIE I(off line Exam after completion of 50% of syllabus)			20
2	CIE II(off line Exam)			20
3	ATTENDANCE	Above95%	5	5
		91%to 95%	4	
		86%to 90%	3	
		81%to 85%	2	
		75%to 80%	1	
		Below 75%	0	
Pedagogical Strategies				
4	Assignment			5
5	Participation or Paper Presentation by Student Seminars/Workshops/Group Discussions/Quiz/Student Study Project/Field Visit/Survey			5

The total 60 Marks is scaled down to 30 Marks

Component I: CIE - I & CIE - II(20+20 =40 Marks)

Two Internal Examinations, shall be conducted for assessment. These examinations will be conducted during August/September (CIE –I) and January/February (CIE-II). CIE-I carries 20 marks and CIE-II carries 20 marks. CIE- I will be conducted after completion of 50% of syllabus. The second internal examination, i.e., CIE– II, which will cover the remaining second half of the syllabus. The sum of both the CIEs will be considered for awarding marks for CIA.

Component - III: Attendance (5Marks)

Attendance mark will be awarded to the students based on their attendance percentage on a particular course.

Faculty of each course has to award the attendance mark based on their subject attendance.

The mark split-up is given below

Above 95%	5
91%to 95%	4
86%to 90%	3
81%to 85%	2
75%to 80%	1

Below 75%	0
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Component - IV: 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. The assignment topic may be assigned either individually or group. Assignment should be submitted by the student in the first half of the semester. 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 assignment should be kept in department for the Academic Audit by IQAC and also for external academic audit conducted by office of Commissionerate of Collegiate Education. The marks should be awarded by the faculty.

Component- V (Pedagogical Strategies):

Participation /Paper Presentation in Student Seminars/Workshops/Group Discussions/ Quiz/ Student Study Project/Field Visit/Survey (5 Marks)

For this component, the marks will be provided to student, if he/she participate/win in the external college technical events. To score marks, the student has to participate/present paper related to Subject in the technical events organized in the other colleges/other departments in the college.

	Participation	Second Prize	First Prize/ Best Paper
Workshop/Seminar/Technical Symposium	2	3	5
National/International Conference	3	4	5

In case of Classroom seminar, one seminar for each course must be presented by a student in each semester. Each student should be given individual topic for seminar; the student has to submit the seminar topic as assignment and the same will be presented minimum of 10 minutes in the class through ICT. The seminar presented by the student should be evaluated by the subject faculty and Based on the performance of the presentation, the marks will be awarded.

Similarly, reports on field visits, educational tours, study projects in prescribed format will be considered for awarding marks in this component.

For a student who has not participated in any events in that semester, the student will be awarded "0" for this component. If a student participates more than one event and win prize, the best would be considered for the subject.

In case of Quiz, offline/online quiz, it should be conducted after the CIE II and well before the SEE. Faculty concerned has to announce the schedule for the quiz and conduct the quiz.

Semester End Examinations(SEE)

The question paper is of 2 ½ duration for 70 marks. The suggestive question paper model is given that may be used for framing the question. This kind of question paper will be helpful in CO-PO Mapping and thereby graduate attributes.

Signature of the Chairman

Signature of the BOS Members