

**Tilak Maharashtra Vidyapeeth - Pune**  
**Department Of Management**  
**Syllabus – BBA –Semester II**  
**71211 Marketing Management**

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## Examination 1

### 1. Marketing Environment In India

Introduction

Role of Multinational Corporations. (MNCs)

Duties and responsibilities of the Marketing Manager in the changing economy

### 2. Marketing Concept

Introduction

Other Orientations of Organizations

2.2.1 Production orientation

2.2.2 Product orientation

2.2.3 Selling orientation

2.3 Differences between Selling and Marketing

2.4 Differences between Production/ Product Orientation & Consumer Orientation

2.5 Definitions

2.6 Marketing Functions

2.6.1 Product

2.6.2 Promotion

2.6.3 Price

2.6.4 Physical Distribution

2.7 Functions of Marketing Manager

2.7.1 Internally Oriented Functions

2.7.2 External Orientation

### 3. Marketing Organization

Introduction

Types of Organization

3.2.1 Tall Organization

3.2.2 Flat Organization

3.3 Different Ways to form Organization

3.3.1 Functional Organization

3.3.2 Geographic Organization

3.3.3 Product Organization

3.3.4 End – user based Organization

### 4. Market Segmentation

Market Segmentation

Advantages of Market Segmentation

Process of Market Segmentation

4.1.1 Geographic Segmentation

4.1.2 Psychographics Segmentation

4.1.3 Behavioral Segmentation

4.1.4 Demographic Segmentation

- 4.2 Superimposing of Market Segment
- 4.3 Dynamic Nature of Segments
- 4.4 Criteria for selection of a group of consumers as a “Segment”
  - 4.4.1 Substantiality
  - 4.4.2 Measurability
  - 4.4.3 Accessibility
  - 4.4.4 Differentiability
  - 4.4.5 Stability
- 4.5 Types of Market Segmentation
  - 4.5.1 No Segmentation
  - 4.5.2 Complete Segmentation
  - 4.5.3 Partial Segmentation
- 4.6 Deciding Target Segment
- Evaluation of Market Segment
  - 4.6.1 Size and growth rate
  - 4.6.2 Structural Attractiveness
  - 4.6.3 Company’s Objectives and Resources
- 4.7 Selecting Target Market
- 4.8 Market segmentation for industrial products

## **Examination 2**

### **5. Types of Markets**

- Types of markets
  - 5.1.1 Consumer market
  - 5.1.2 Industrial Market
- 5.2 Classification of industrial goods
  - 5.2.1 Materials
  - 5.2.2 Capital Goods
  - 5.2.3 Supplies And Services
- 5.3 Characteristics of industrial buying
  - 5.3.1 Bulk buying
  - 5.3.2 Few buyers
  - 5.3.3 Derived demand
  - 5.3.4 Short run inelastic demand
  - 5.3.5 Volatile demand for capital goods
  - 5.3.6 Closer interaction by suppliers
  - 5.3.7 Formalized buying
  - 5.3.8 Many Buying Influences
  - 5.3.9 Direct purchasing
  - 5.3.10 Reciprocatory buying
  - 5.3.11 Leasing of capital equipments
  - 5.3.12 Geographic concentration
- 5.4 Government Market
- 5.5 Global Market

### **6. Market Research and Forecasting**

Introduction

Types of Market Research

- 6.2.1 Focused Market Research
- 6.2.2 Time based market research

- 6.3 Planning of Market Research
- 6.4 Defining problems and objective
- 6.5 Developing Research plan
  - 6.5.1 Data Sources
- 6.6 Primary data
  - 6.6.1 Merits of Primary Data are
  - 6.6.2 Demerits of Primary Data are
  - 6.6.3 Usefulness of Primary Data
- 6.7 Secondary Data
  - 6.7.1 Merits of Secondary Data are
  - 6.7.2 Demerits of Secondary Data
  - 6.7.3 Usefulness of Secondary Data
  - 6.7.4 Sources of Secondary Data
- 6.8 Collection of Primary Data
  - 6.8.1 Postal Survey
  - 6.8.2 Telephone Interview
  - 6.8.3 Personal Interviews
  - 6.8.4 Group-interviews
  - 6.8.5 Experimentation
- 6.9 Use of Questionnaire in Interview
  - 6.9.1 Advantage of Using a Questionnaire
  - 6.9.2 Designing of Questionnaire
  - 6.9.3 Types of Questions
  - 6.9.4 Framing of Questions
  - 6.9.5 Phrasing of Questions
  - 6.9.6 Format of Questionnaire
- 6.10 Sampling Plan
  - 6.10.1 Simple Random Sampling
  - 6.10.2 Stratified Random Sampling
  - 6.10.3 Clustered Sampling
  - 6.10.4 Systematic Random Sampling
  - 6.10.5 Non-probability Sampling
- 6.11 Recording And Analysis of Data
- 6.12 Presenting the Findings
- 6.13 Characteristics of a good market research report
  - 6.13.1 Language
  - 6.13.2 Format
- 6.14 Merits and Demerits of market research by own staff vis-à-vis consulting agency
- 6.15 Objections to Market Research
- 6.16 Reasons for Failure of Market Research
- 6.17 Forecasting
- 6.18 Methods of Demand Fore-casting of Industrial Products
  - 6.18.1 Adjusted Industry Demand
  - 6.18.2 End use method or Market build up
  - 6.18.3 Simulation Technique
  - 6.18.4 Expert Opinion
- 6.19 Demand Forecasting in Consumer Products
  - 6.19.1 Graphic Method
  - 6.19.2 Causal Regression Method
  - 6.19.3 Economic Indicators Method
  - 6.19.4 Buyer Intention Survey
  - 6.19.5 Delphi Technique

**Reference Books:**

1. Marketing Management : Philip Kotler
2. Advertising, Sales & promotion : S.A.Chunawalla
3. Consumer Marketing : M.V. Kulkarni
4. Marketing Management : Dr. K. Karunakaran.

**Tilak Maharashtra Vidyapeeth – Pune**  
**Department Of Management**  
**Syllabus - BBA –Semester II**  
**71212 Financial Accounting**

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## **Examination 1**

- 1 Accounting Standards : (Theory & Accounting)**  
Introduction – Accounting Standards (AS) 1: issued till date-Final  
Accounts and Accounting Standards -
  - (AS) 1 : Disclosure of Accounting Policies
  - (AS) 8 : Accounting for Research & Development
  - (AS) 9 : Revenue Recognition
  - (AS) 10 : Accounting for Fixed Assets(Theory, Practical & Objectives questions)
  
- 2 Issue of Shares (Theory, Practical)**
  - a) Shares & Share Capital : Types of Shares, Classification of share capital
  - b) Issue of Shares ; Consideration for Issue & Procedure
  - c) Application & Allotment of shares Meaning conditions, over/under shares subscription & procedure.
  - d) Calls, Meaning, Calls- in- arrears; calls –in-advance
  - e) Accounting for issue of shares at par, shares issued at premium, shares issued at Discount.
  - f) Accounting for issue of shares for consideration other than cash
  - g) Accounting for Issue forfeitures and Re-issue of shares
  - h) Accounting for issue for Bonus Shares.

## **Examination 2**

- 3 Debentures :**  
Meaning, Types of Debentures issue of Debentures – Legal provision , Accounting for issue of Debentures, based on terms of Redemption, Accounting for issue for Debenture for Non-cash consideration & issued as a collateral.
  
- 4 Redemption of Preference shares, and Debentures (Excluding buy-back of own debentures)**
  - Legal provision (Section 80 of the companies Act)
  - Accounting for redemption of preference shares
  - Accounting for redemption of preference shares (only sinking fund method)
  
- 5 Buy- Back of Shares**
  - Meaning , Legal Provision, Accounting procedure

**Reference Books:**

1. Coporate Accounting : Sheth Publishers Pvt. Ltd.
2. Fundamentals of Accounting : Patankar M.G-Phadake
3. Financial Management : V. K. Bhalla
4. Financial Management : Prasannachandra

**Tilak Maharashtra Vidyapeeth - Pune**  
**Department Of Management**  
**Syllabus BBA Semester – II**  
**71213 Business Economics- I**

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## Examination 1

### 1. Introduction to Economics

- Meaning & scope of Business Economics
- Definitions
- Branches of Economics
  - Microeconomics
  - Macroeconomics
- Difference between Microeconomics & Macroeconomics

### 2. Demand Analysis

- Concept of demand
- Law of demand
  - Factors determining demand
  - The law of Demand – statement
  - Demand Schedule & Demand Curve
  - Causes of operation of the Law of Demand
  - Fundamental characteristics of the Law of Demand
  - Changes in demand
  - Exceptions to the Law of Demand
- Elasticity of demand
- Price elasticity of demand
  - Types of Price elasticity
  - Significance of price elasticity of demand
- Demand forecasting
  - Necessity of demand forecasting
  - Short term & long term forecasts
  - Nature & Scope of demand forecasting
  - Methods of forecasting demand

### 3. Supply Analysis

- The concept of supply
  - The meaning of supply
  - Factors determining supply
- The Law of supply
  - The supply schedule & the supply curve
  - Derivation of supply curve
  - Increase & Decrease in supply
- Elasticity of supply

- Measurement of elasticity of supply
- Types of elasticity of supply
- Factors influencing elasticity of supply
- Practical importance of the concept elasticity of supply

#### 4. Production Function

- Introduction
- Concept of a product
  - Products: Goods & Services
  - Classification of products
- The production function
  - Concept of production
  - Meaning of production
- Production in stages
- Production Function
- Factors of production
- Short run & long run production functions
- Difference between the short – run & long - run production functions
- Economics of large scale production
  - Internal economies
  - External economies
- Diseconomies of large scale production

## Examination 2

#### 5. Cost Concept

- Cost Concepts
  - Opportunity cost & Actual or outlay cost
  - Short run & Long run Costs
  - Fixed & Variable costs
  - Average & Marginal costs
- Average & marginal cost curves
- Nature & behaviour of costs
- Determinants of cost of production
  - Explicit costs
  - Implicit costs
- Difference between fixed costs & variable costs

#### 6. Revenue Concept

Introduction

Revenue Schedules

Total revenue

Average revenue

Marginal revenue

Distinction between Demand and revenue

Total revenue curve

## 7. Price Mechanism

Introduction

Meaning of Price Mechanism

Concept of equilibrium price

Determination of equilibrium Price

Shifts in supply and demand curves: Impact on equilibrium price

## 8. Classification of Markets

Demarcating market structures

Geographical extent of the market

Market & the element of time

Market categories according to the degree of competition

Pure & perfect Competition

Pure competition

Perfect Competition

Monopoly

Pure or Perfect monopoly

Difficulties in the concept of pure monopoly

Simple Monopoly

Emergence of monopoly

Monopolistic Competition

Imperfect competition & monopolistic competition

Features of monopolistic competition

Oligopoly

Features of Oligopoly

The basis Oligopoly

## **Reference Books:-**

1. Business Economics : D.M. Mithani
2. Economics for Business : Appannaiah H.R.
3. Economic Environment of Business : Misra S.K & Puri V.K.

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**Syllabus - BBA –Semester II**  
**71214 Business Statistics**

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## **Examination 1**

### **1. What is Statistics?**

- 1.1 Introduction
- 1.2 Modelling and Business Statistics for Decision Making.
- 1.3 Probability
- 1.4 Common Statistical Terminology

### **2. Measures of Central Tendency and Dispersion**

- 2.1 Introduction
- 2.2 Methods of collection of primary data
- 2.3 Organizing the data
- 2.4 Graphical Representation
- 2.5 Averages : Measures of Central Tendency
- 2.6 Measures of Dispersions

### **3. Correlation and Regression**

- 3.1 Introduction
- 3.2 Scatter Diagram or Scatter plot
- 3.3 Correlation and Covariance
- 3.4 Karl Pearson's Correlation Coefficient
- 3.5 Spearman's Rank Correlation
- 3.6 Coefficient of Concurrent Deviation
- 3.7 Standard error of Correlation Coefficient
- 3.8 Coefficient of determination
- 3.9 Regression
- 3.10 Residual values
- 3.11 Standard error of estimate

## **Examination 2**

### **4. Probability and Distributions**

- 4.1 Introduction
- 4.2 Important Definitions
- 4.3 Basic Calculations in Probability
- 4.4 Basics of Permutations and Combinations
- 4.5 Set theory and Probability Theorems
- 4.6 Baye's Theorem
- 4.7 Mathematical Expectation or Expected value
- 4.8 Binomial Distribution
- 4.9 Poisson Distribution
- 4.10 Normal Distribution
- 4.11 Standardizing Normal Variable

### **5. Index Numbers**

- 5.1 Introduction
- 5.2 Price and Quantity Relatives

- 5.3 Price and Quantity Index Numbers
- 5.4 Laspeyre's and Paasche's Index Numbers
- 5.5 Illustrations
- 5.6 Various Index Number Definitions
- 5.7 Consumer Price Index or Cost of Living Index

**Reference Books:**

Fundamentals of Statistics : S.C. Gupta

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**Syllabus - BBA –Semester II**  
**71215 Communication Skills**

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## **Examination 1**

### **1. The Types of Business Communication**

Introduction

Business Communication

The Classification, Functions & Scope of Business Communication

Internal Communication

External Communication

Conclusion

### **2. The Communication Process**

Elements of Communication

The Communication Cycle

The Barriers To Communication

### **3. The Principles of Communication**

Introduction

The Medium of Communication

Accuracy

Brevity

Clarity

Courtesy

Conclusion

### **4. The Modes of Communication**

Introduction

The Types of Communication

Oral Communication

Written Communication

Non-Verbal Communication

Visual Signs in Non-Verbal Communication

Audio Signals in Non-Verbal Communication

Silence

Time

Touch

The Functions of Non-Verbal Communication

The Merits & Demerits of Non-Verbal Communication

Conclusion

### **5. Verbal Skills**

Introduction

The Language used in Oral Communication

Verbal & Linguistic Modifiers & Regulators & Voice Culture

The Techniques of Delivery

Conclusion

# Examination 2

## **6. The Art of Listening**

Listening & Hearing  
The Value of Listening  
The Functions of Listening  
The Pitfalls involved in Listening  
The Process of Listening / The Principles of Listening  
How to Listen Efficiently  
The Barriers to Efficient Listening  
The Types of Listening  
Conclusion

## **7. Body Language**

Introduction  
The Types of Body Language  
Facial Expressions  
Kinesics Related To The Body  
Touch  
Conclusion

## **8. How to conduct Oral Communication**

The Classification of Oral Communication  
Dyadic Communication  
Group Communication  
Requests  
Complaints  
Inquiries  
Introduction  
Dictation  
The Telephone  
Interviews An Overview  
At the Interview Venue

## **9. The Essentials of Written Communication**

Introduction  
Alignment  
Font Style  
Bold, Italics & Normal  
Font Size  
Indentation & Block Style  
Items  
Emphasis  
Letter Heads  
Continuation Sheets  
Stationery  
Presentation  
Conclusion

**Reference Books:**

1. Communication Skills : Dr. Rao & Dr. Das- Himalaya Publishing House
2. Communication Skills : Dr. Urmila Rai, S.M. Rai – Himalaya Publishing house
3. Communication : By C.S. Rayadu - Himalaya Publishing House
4. Developing Communication Skills : Mohan Banerjee, Macmillan, India
5. Business Correspondance & report Writing- A Practical approach to Business & technical communication : R. C. Sharma, Krishna Mohan
6. Communication Skills for Effective Management : Dr. Anjali Ghanekar, Everest Publishing M.C Graw Hill, New Delhi