

BBA Semester-VI (Session 2023-2024)
ENC351: ENGLISH (COMPULSORY)

Time: 3Hrs.

Max.Marks:50

Special Instructions: Eight questions of equal marks i.e.10 marks each (specified in the syllabus) are to be set in the paper, two in each of four sections (A-D). Questions may be subdivided into parts. Students are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section.

Unitization of Syllabus:

Subject	January & February	March	April
ENGLISH (COMPULSORY)	Book—Glimpses of Theatre ---Plays The Will Progress The Monkey’s Paw <ul style="list-style-type: none">• Novel -- The Guide – Chapters -- 1stto2nd	Novel--TheGuide– Chapters–3 rd to1 th	Book—Glimpses of Theatre ---Plays Villa for Sale <ul style="list-style-type: none">• Sorry, Wrong Number• No Eggs, No Eggs

Books Prescribed:

- **Glimpses of Theatre**
- **The Guide by R.K. Narayan**

BBA Semester-VI (Session 2023-2024)
BBA-602: PUNJABI (COMPULSORY)

Time: 3Hrs.

Max.Marks:50

ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ ਹਰ ਭਾਗ ਵਿਚ ਦਿਤੇ ਹੋਏ ਦੋ ਦੋ ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚੋਂ ਇਕ ਇਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕਰ ਸਕਦੇ ਹੋ | ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਅੰਕ ਬਰਾਬਰ ਹੋਣਗੇ |

Unitization of Syllabus:

Subject	January & February	March	April
PUNJABI (COMPULSORY)	ਕਾਵਿ ਗੌਰਵ—ਸ਼ੇਖ ਫਰੀਦ, ਸ਼ਾਹ ਹੁਸੈਨ ਧਰਤੀਆਂ ਦੇ ਗੀਤ—ਪਾਠ ਪੁਸਤਕ ਦਾ ਅਧਿਐਨ <ul style="list-style-type: none">ਵਿਆਕਰਣ - ਵਿਆਕਰਨਕ ਸ਼੍ਰੇਣੀਆਂ: ਲਿੰਗਤੇਵਚਨ	ਕਾਵਿ ਗੌਰਵ—ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ, ਗੁਰੂ ਅਰਜਨ ਦੇਵ ਜੀ ਧਰਤੀਆਂ ਦੇ ਗੀਤ—ਲੇਖਕ ਦਾ ਜੀਵਨ ਤੇ ਰਚਨਾ, ਸਮਾਜ-ਸਭਿਆਚਾਰਕ ਅਧਿਐਨ, ਸਫ਼ਰਨਾਮੇ ਦੀ ਪਰਖ ਵਿਆਕਰਨ-ਕਿਰਿਆ ਵਾਕੰਸ਼: ਪਰਿਭਾਸ਼ਾ, ਬਣਤਰ ਤੇ ਪ੍ਰਕਾਰ	ਕਾਵਿ ਗੌਰਵ -ਵਾਰਸ ਸ਼ਾਹ, ਸ਼ਾਹ ਮੁਹੰਮਦ ਸਾਹਿਤ ਦੇ ਰੂਪ—ਕਵਿਤਾ, ਕਹਾਣੀ, ਨਾਵਲ, ਨਾਟਕ, ਇਕਾਂਗੀ (ਪਰਿਭਾਸ਼ਾ, ਪ੍ਰਕ੍ਰਿਤੀ) <ul style="list-style-type: none">ਲੇਖ ਰਚਨਾ

Books Prescribed:

- ਕਾਵਿ ਗੌਰਵ (ਕਾਵਿ ਸੰਗ੍ਰਹਿ) ਸੰਪਾਦਕ-ਬਿਕਰਮ ਸਿੰਘ ਘੁੰਮਣ, ਕਰਨਜੀਤ ਕੌਰ, ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ
- ਧਰਤੀਆਂ ਦੇ ਗੀਤ(ਬਰਜਿੰਦਰ ਸਿੰਘ ਹਮਦਰਦ) ,ਸਫ਼ਰਨਾਮਾ
- ਸਾਹਿਤ ਦੇ ਰੂਪ (ਰਤਨ ਸਿੰਘ ਜੱਗੀ)

BBA Semester-VI (Session 2023-2024)
BBA-603: INCOME TAX

Time: 3Hrs.

Max.Marks:50

Special Instructions: Eight questions of equal marks i.e.10 marks each (specified in the syllabus) are to be set in the paper, two in each of four sections (A-D). Questions may be subdivided into parts. Students are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section.

Unitization of Syllabus:

Subject	January & February	March	April
Income Tax	<p>SectionA:</p> <ul style="list-style-type: none">• Introduction to Basic concepts• Residential status and tax liability, basis of charge• Exempted income• Assessment of agriculture income. <p>SectionB:</p> <ul style="list-style-type: none">• Income from House property• Income from salaries	<p>Section B:</p> <ul style="list-style-type: none">• Profit and gains from business and profession• Profit and gain Depreciation• Set off and carry forward losses• Aggregation of income• Deductions out of gross total income	<p>Section C & D:</p> <ul style="list-style-type: none">• Income from other sources• Capital gains• Assessment of individuals• Assessment of firms

Textbook- Income Tax
Author V.P GAUR
Puja Gaur
(Kalyani publisher)

BBA Semester-VI (Session 2023-2024)
BBA– 604: FUNDAMENTALS OF CAPITAL MARKET

Time: 3Hrs.

Max.Marks:50

Special Instructions: Eight questions of equal marks i.e.10 marks each (specified in the syllabus) are to be set in the paper, two in each of four sections (A-D). Questions may be subdivided into parts. Students are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section.

Unitization of Syllabus

Subject	January & February	March	April
FUNDAM ENTALS OF CAPITAL MARKET	<p>SectionA:</p> <p>Capital Market Introduction-evolution, structure, functions, objectives and importance of capital market inIndia.</p> <p>Components Of Capital Market Introduction to New issue market, stock market, financial institution</p> <p>SectionB:</p> <p>Instruments in capital market</p> <ul style="list-style-type: none"> • Instruments in capital market-Shares (Equity and Preference), Warrants, Bonds and its types, • GDRs, ADRs, ETFs, Mutual Funds, Derivatives (forwards, futures and options). Participants in • Capital Market Difference between Capital Market and Money Market 	<p>SectionC:</p> <p>Stock Exchanges:</p> <ul style="list-style-type: none"> • Stock Exchanges in India, Organization, Management, Membership, rules of stock exchange, • operators at stock exchanges SEBI guidelines on Stock Exchange, weaknesses of stock exchange in India 	<p>SectionD:</p> <p>Listing of securities</p> <ul style="list-style-type: none"> • Requirement for listing, • Objectives of listing, advantages of listing. • Security Market Indices-Uses of Security Market Indices, Types of Indices, • Differentiating Factors in constructing Market Indices.

Textbook: fundamentals of capital market by Sharma publication.

BBA Semester-VI (Session 2023-2024)
BBA-611 Group-A Service Marketing

Time:3Hrs.

Max.Marks:50

Special Instructions: Eight questions of equal marks i.e.10 marks each (specified in the syllabus) are to be set in the paper, two in each of four sections (A-D). Questions may be subdivided into parts. Students are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section.

Unitization of Syllabus:

Subject	January & February	March	April
Service Marketing	<p>SectionA:</p> <ul style="list-style-type: none"> Evolution and Understanding of Services Marketing: Conceptual Framework, Service Defined, Nature of services; Characteristics of services- Intangibility, Inconsistency, Inseparability and inventory. Classification of Services; Consumer versus Industrial Services, Importance of Services Marketing in Indian Economy & Global Scenario Service Marketing Mix: Introduction to the 7Ps (4 Ps + Extended 3 Ps)of Services Marketing Mix. <p>SectionB:</p> <ul style="list-style-type: none"> Services Marketing Mix (4Ps): Product Service Mix:- introduction, Transition from Product Marketing from Service Marketing, Differentiating goods from service, categories of service mix. Goods- Services 	<p>SectionC:</p> <ul style="list-style-type: none"> Place: Distribution Strategies, Challenges in distribution of services, Role of internet in distribution. Promotion: Objectives, Personal Selling, Advertising & Sales Promotion, Extended 3 Ps of Service Marketing Mix People: Role of service employees in service business, training & development of employees, Motivation and Empowerment.. 	<p>SectionD:</p> <ul style="list-style-type: none"> Process: Services as process or system- different process aspects and managerial challenges, strategies for managing inconsistency, customer service in service marketing. Physical Evidence: nature, importance, service scapes. Services Marketing Implementatio

	<p>marketing continuum. Price: Factors involved in pricing a service product, capacity planning, measures to respond to change in demand, Reshaping demand using effective pricing</p>		<p>n: Services Marketing Triangle, Servqual Model Rater, PZB Gap Model</p>
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Textbook-Services Marketing
(Kalyani publisher)

BBA Semester-VI (Session 2023-2024)

BBA-612: E-MARKETING

Time:3Hrs. Max.Marks:50

Special Instructions: Eight questions of equal marks i.e.10 marks each (specified in the syllabus) are to be set in the paper, two in each of four sections (A-D). Questions may be subdivided into parts. Students are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section.

Unitization of Syllabus:

Subject	January & February	March	April
: E-MARKETING	<p>Section A:</p> <ul style="list-style-type: none">➤ Introduction of E-Marketing:➤ Nature and Importance.➤ E-Marketing vs Traditional Marketing.➤ Issues, challenges and opportunities.➤ Tool and techniques of E-Marketing.➤ E-Marketing management:• Segmentation, targeting and positioning.• E-Marketing mix. <p>Section B:</p> <ul style="list-style-type: none">➤ E-Customers and their buying process.➤ Internet Marketing.➤ Search Engine Optimization:Keywords and steps in SEO	<p>Section C:</p> <ul style="list-style-type: none">➤ Internet Advertising.➤ News and reputation Management.➤ E-mail Marketing.➤ Social media marketing.➤ Blogging. <p>Section D:</p> <ul style="list-style-type: none">➤ Video Marketing for business purposes.	<ul style="list-style-type: none">➤ E-payment system.➤ Marketing trends and terminologies.➤ Benefits of mobile and smartphones application.➤ M/commerce.

Textbook- E-Marketing.