

**St. Aloysius College (Autonomous),  
Jabalpur.**

**NAAC Re-accredited A+ (3.68/4 CGPA), College  
with Potential for Excellence from  
UGC**

**Department of Management**  
**For Session 2018-19**

**St. Aloysius College ( Autonomous) Jabalpur**  
**Model Question Paper for BBA Course as per BOS 2015**  
**Question Papers Pattern for BBA V & IV Semester**

**Maximum Marks: 40**  
**Minimum Marks: 16**

**Section A**

Very Short Answer Type/Objectives/ Fill in the blanks/True or False/Multiple Choice

1\*5=5

**Section B**

Short Answer Type- Case Study

10

(Internal choice for case study to be given. Major Case study to be given)

**Section C**

Long Answer Type

5\*5=25

Note: 50% practical and 50% theory questions to be incorporated for practical papers. Please provide internal choice and unit wise questions (per unit one question).

<b>BBA Semester V</b>	<b>BBA Semester VI</b>
Paper 501 PRODUCTION & MATERIAL MANAGEMENT	Paper 601 BUSINESS POLICIES AND STRATEGIC MANAGEMENT
Paper 502 MONEY AND BANKING PRACTICES	Paper 602 MARKETING RESEARCH
Paper 503 MANAGEMENT INFORMATION SYSTEM	Paper 603 PROJECT WORK
Paper 504 COMPREHENSIVE VIVA VOCE	Paper 604 COMPREHENSIVE VIVA VOCE
ELECTIVES 1	ELECTIVES 1
ELECTIVES 2	ELECTIVES 2

**ELECTIVES FOR SEMESTER V & VI MARKETING:**

- M1 MARKETING STRATEGY
- M2 CONSUMER BEHAVIOR
- M3 ADVERTISING AND SALES PROMOTION
- M4 SALES MANAGEMENT
- M5 PRODUCT MANAGEMENT

**HUMAN RESOURCE:**

- HR1 HUMAN RESOURCE DEVELOPMENT
- HR2 HUMAN RESOURCE MANAGEMENT
- HR3 SOCIAL PSYCHOLOGY
- HR4 ORGANIZATIONAL DEVELOPMENT
- HR5 MANAGEMENT OF CHANGE

**FINANCE:**

- F1 PROJECT MANAGEMENT
- F2 FINANCIAL CONTROL SYSTEM
- F3 MANAGEMENT OF WORKING CAPITAL
- F4 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
- F5 FINANCIAL SERVICES

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**BBA**

**SEMESTER**

**V & VI**

### **Compulsory Subjects for Fifth Semester:**

**BBA 501      Production and material management (compulsory)**

**BBA 502      Money and Banking Practices**

**BBA 503      Management Information Systems**

**BBA 504      Comprehensive Viva Voce**

**Elective 1**

**Elective 2**

### **Compulsory Subjects for Sixth Semester:**

**BBA 601      Business Policies and Strategic Management**

**BBA 602      Marketing research**

**BBA 603      Project Work**

**BBA 604      Comprehensive Viva Voce**

**Elective 1**

**Elective 2**

### **Electives for Semester V & VI:**

**Marketing: M-1    Marketing strategy**

**M-2    Consumer behavior**

**M-3    Advertising and sales promotion**

**M-4    Sales Management**

**M-5    Product management**

**Human Resource: HR-1 Human resource development**

**HR-2 Human resource Management**

**HR-3 Social psychology**

**HR-4 Organizational development**

**HR-5 Management of change**

**Finance: F-1    Project Management**

**F-2    Financial control Systems**

**F-3    Management of working capital**

**F-4    Security analysis and portfolio management**

**F-5    Financial services**

**FIFTH SEMESTER**

**PRODUCTION AND MATERIAL MANAGEMENT**

**BBA-501**

**Maximum Marks: 40**

**Pass marks: 16**

**Duration: 3 Hours**

**Unit- I**

Introduction, production planning and control, Production design and development, plant location, Plant layout, productivity, Production order and work study. 15 lectures

**Unit- II**

Routing, scheduling, CPM and PRET, economic studies for investment and replacement. 15 lectures

**Unit -III**

Materials management, Integrated Materials Management, Organization for material management 15 lectures

**Unit- IV**

Material planning and budgeting, Material's Identification, Codification and Standardization. 15 lectures

**Unit -V**

Purchasing organization, principles, procedures and systems, purchasing and corporate planning ethics of purchasing 15 lectures

**RECOMMENDED BOOKS:**

1. Production Management- Manoj Kr Sarkar
2. Materials management-A K Datta
3. Materials management-Chitale & Gupta
4. Production Management-R Pannerselvam

# **MONEY AND BANKING PRACTICES**

## **BBA-502**

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

### **Unit -I**

Principles of banking: definition of bank, creation of money; present structure of commercial banking system in India , brief history, functions, working during 1947-1990 and thereafter . 15 lectures

### **Unit -II**

Management of deposits and advances , deposit mobilization, classification and nature of deposits accounts ,advances, lending practice, types of advances, principles of sound lending, preparation and reports, credit plans, limit of credit, security. 15 lectures

### **Unit -III**

Investment management; nature of bank investment, liquidity and profitability, preparation of cheques, bills, endorsement, government security, documents and title to goods railway receipt, bills of lading, book debts, securities-government and commercial. 15 lectures.

### **Unit -IV**

Banking regulation act 1949, history, social control, banking regulation act applicable to banking companies and public sector, banking regulation act applicable to cooperative banks. 15 lectures .

### **Unit -V**

Reserve bank of India, objective organization, functions and working, money policy, credit control measure and their effectiveness. 15 lectures.

### **RECOMMENDED BOOKS:**

- .1. Money and Banking: M L Seth
- .2. Money and Banking: Jhinghan
- .3. Money and Banking: Suraj B Gupta
- .4. Financial management and market: Bhole
- .5. Modern Banking- D Muraleedharan

# **MANAGEMENT INFORMATION SYSTEMS**

## **BBA-503**

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

### **Unit- I**

Introduction concept, evaluation and meaning of MIS; Goals of MIS, information System for competitive advantage, systems applicable to problem solving, challenge in developing of MIS, MIS functions in an Organization. 15 lectures

### **Unit –II**

Information and managerial effectiveness, information as corporate resource, pervasiveness of information, types of information, operation tactical and strategic, levels of management and information needs of management, process of generation of information, quality of information. 15 lectures

### **Unit –III**

Information systems for finance, marketing, manufacturing, research and development and human resources. 15 lectures

### **Unit -IV**

System development life cycle: sequential process of software development, computer aided Software engineering (CASE), Tools and the modular approach to software development, information system audit.

15 Lectures

### **Unit- V**

Information evaluation and maintenance of systems, methods and steps in implementation of systems, approaches and process of evaluating MIS, threats to information system, vulnerability, risk and control measures. 15 lectures

### **RECOMMENDED BOOKS:**

1. Management Information System—Gordon B Davis
2. System Analysis and design Methods—Bentley & Barlow
3. 3. Management information System –S A Kelkar



## **SIXTH SEMESTER**

### **BUSINESS POLICIES AND STRATEGIC MANAGEMENT**

#### **BBA 601**

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

#### **Unit -I**

Introduction to business policy & strategic management; concept, evolution of business policy as a discipline, the nature of business policy, objective of business policy, an overview of strategic management, nature of strategic decision making, approaches to strategic management, strategist and their role in strategic management. 15 lectures

#### **Unit -II**

Mission and purpose of business-Definition. Objectives and goals Environmental appraisal: concepts of environment, components of environmental scanning, appraising the environment. 15 lectures

#### **Unit -III**

Organizational appraisal, dynamics of internal environment, organizational capability factors, consideration in organization appraisal methods and techniques used, structuring organizational appraisal 15 lectures

#### **Unit -IV**

Strategic choice and process, corporate portfolio analysis, industry corporate and SWOT analysis, subjective factors in strategic choice, contingencies strategies, interrelationship between formulation and implementation. 15 lectures

#### **Unit -V**

Behavioral implementation, leadership implementation, corporate culture, corporate politics and use of power, personal values and business ethics, social responsibility and strategic management. 15 lectures

#### **RECOMMENDED BOOKS:**

1. Strategic Management- Pearce and Robinson
2. Strategic Management –Azhar Kazmi
3. Strategic Management- Sontaki

## **MARKETING RESEARCH**

### **BBA 602**

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

#### **Unit -I**

Conceptual framework, historical development, nature scope, importance, limitation, organization of marketing research, marketing research agencies, problem, discovery and formulation, marketing research process, scientific methods, distinction between scientific and non-scientific methods. 15 lectures

#### **Unit -II**

Explanatory and descriptive research, special techniques of marketing research & use of marketing experimentation and marketing research, experimentation vs. Other methods of collecting primary data types of experimental designs, other designs . 15 lectures

#### **Unit -III**

Secondarily and primary data collection methods, questioners, survey methods & its administration, questionnaire designs, attitude measurement and scaling techniques, observation methods, sampling concepts, types of experimental designs, other designs 15 lectures

#### **Unit -IV**

Data analysis and interpretation, use of statistical techniques to verify the validity of questionnaire 15 lectures

#### **Unit -V**

Presentation of research reports, product research, advertising research, motivation research, sales control, research ethics in marketing research, future in marketing research 15 lectures

#### **RECOMMENDED BOOKS:**

1. Market research: Boyd
2. Market research: Green and Tull

## **ELECTIVE – MARKETING M-1**

### **MARKETING STRATEGY**

Maximum Marks:40

Pass marks: 16

Duration: 3 Hours

Maximum Marks: 40

#### **Unit -I**

Introduction to marketing strategy, strategic marketing process, product strategy, product life cycle strategy, product mix strategy, concepts and cases 15 lectures

#### **Unit -II**

Pricing strategy, pricing modification strategy concepts and cases 15 lectures

#### **Unit -III**

Placement strategy, channel design and management strategy, concepts and cases 15 lectures

#### **Unit -IV**

Promotion strategy: advertising strategy, sales promotion, personal selling strategy, publicity strategy  
15 lectures

#### **Unit -V**

Rural and industrial marketing strategy: concepts, issues and cases 15 lectures

#### **RECOMMENDED BOOKS:**

1. Marketing Strategy—John Mill
2. Marketing Research –Measurement & Method-Tull & Hawkins
3. Research for Marketing Decisions-Green, Tull & Albaum

**M-2**

**CONSUMER BEHAVIOR**

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

**Unit -I**

Consumer behavior studies, scopes and their application, Consumer's need and motives. 15 lectures

**Unit -II**

Consumer as a perceiver and learner, mechanics of learning, influence of personality and attitude in buying behavior, process of attitude formation and functioning models 15 lectures

**Unit -III**

Group Dynamics & consumer buying behavior, group dynamics as a role model of purchasing decision process, reference group system 15 lectures

**Unit -IV**

Personal influence and opinion leadership process, dynamics of opinion leadership, personality traits of innovator 15 lectures

**Unit -V**

Social classes and their influence on consumer behavior, Model of consumer decision, social economic and cultural aspects of Indian consumer market; model of industrial buying behavior, pattern of industrial buying behavior in India 15 lectures

**RECOMMENDED BOOKS:**

1. Consumer Behavior—Schiffman and Knauk
2. Consumer Behaviour- Sontaki
3. Consumer Behaviour- Micheal R Solomon

### **M-3**

#### **ADVERTISING AND SALES PROMOTION**

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

##### **Unit -I**

Advertising as a marketing communication process. Use of advertising for stimulating primary and selective demand 15 lectures

##### **Unit -II**

Campaign planning, building advertisement copy, elements of advertisements, layout administration 15 lectures

##### **Unit -III**

Media planning: media characteristics, media selection and media scheduling 15 lectures

##### **Unit -IV**

Advertising agency: organization, compensational control 15 lectures

##### **Unit -V**

Regulation and control of advertising, rules governing unethical and improper advertising 15 lectures

#### **RECOMMENDED BOOKS:**

1. Advertising Management: Aaker, Batra & Meyer
2. Advertising Management: Manindra Mohan
3. Advertising and Sales Promotion- Sontakki

## **M-4**

### **SALES MANAGEMENT**

Maximum Marks : 40

Pass marks: 16

Duration: 3 Hours

#### **Unit -I**

Concept of sales management, objectives, scope, significance & sales control, personal selling- objectives and strategies 15 lectures

#### **Unit -II**

Planning for sales management- Sales organization- purpose, types, setting up of sales organization, sales forecasting and budgeting, development of sales strategy. 15 lectures

#### **Unit -III**

Sales force management: selection, training, compensation and motivation 15 lectures

#### **Unit -IV**

Operational sales management, sales quota, objectives, types; sales territories concept, reason for establishing territories and procedures of setting up 15 lectures

#### **Unit -V**

Sales control and cost analysis, sales audit, sales analysis, marketing cost analysis 15 lectures

#### **RECOMMENDED BOOKS:**

1. Sales management—Still, Cundiff & Giovanni

**M-5**

**PRODUCT MANAGEMENT**

**Maximum Marks : 40**

Pass marks: 16

Duration: 3 Hours

**Unit -I**

Key concepts in product management, organization for product management 15 lectures

**Unit -II**

New product development & test Marketing- concepts and cases 15 lectures

**Unit- III**

Product lifecycle and Marketing strategies- concepts and cases 15 lectures

**Unit -IV**

Product positioning and market segmentation-- concepts and cases 15 lectures

**Unit -V**

Product policy decision- concepts and cases 15 lectures

**RECOMMENDED BOOKS:**

- 1 .Product Management—Ramanuj Mazumdar

## **ELECTIVE – HUMAN RESOURCE**

### **HR-1**

#### **HUMAN RESOURCE DEVELOPMENT**

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

#### **Unit -I**

Rationale for training in organizations, determining training needs 15 lectures

#### **Unit -II**

Methods of training: on the job and off the job training methods, evaluation of training methods  
15 lectures

#### **Unit -III**

Planning for training and development, organizing the training department, Staffing and training department, controlling training 15 lectures

#### **Unit -IV**

Executive Development: Meaning, Objective, Methods and Principles of Executive Development.  
15 lectures

#### **Unit -V**

HR development climate in Indian organizations, HR development Practices in Indian industries-trends 15 lectures

#### **RECOMMENDED BOOKS:**

1. Personnel Management—C. B. Mamoria
2. Personnel Management—R.S. Davar
3. Human Resource Management— Shashi K Gupta & Rosy Joshi
4. Human Resource Management- Gaurav and Sankalp



## **HR-2**

### **HUMAN RESOURCE MANAGEMENT**

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

#### **Unit -I**

The concepts and perspectives of human resource management, structure and role of human resource management, Human resource planning: Job analysis and job description. 15 lectures

#### **Unit -II**

Recruitment and selection process, RPO (Recruitment Process Outsourcing) 15 lectures

#### **Unit -III**

Socializing the new employee, employee training and development, performance evaluation and potential appraisal, Job evaluation, compensation and reward system  
15 lectures

#### **Unit -IV**

Knowledge Management: Introduction, Objective, Knowledge Resources, need for knowledge management, Case Study, Processes and approaches  
15 lectures

#### **Unit -V**

Industrial dispute management, trade unions and participative management, Human resource information system  
15 lectures

#### **RECOMMENDED BOOKS:**

- 1 Human Resource management— Udai Parikh
- 2 Human Resource Management-- Shashi K Gupta & Rosy Joshi
- 3 Human Resource Management- Gaurav and Sankalp

### **HR-3**

## **SOCIAL PSYCHOLOGY**

Maximum Marks- 40

Pass marks: 16

Duration: 3 Hours

### **Unit -I**

Introduction to social psychology: Emergence of social psychology, Definition, Social Psychology as a science, scope of social psychology, evaluation of the experiment method, use of deception in social psychology research. Relation between social psychology and sociology, theory in social psychology and confirmation

15 lectures

### **Unit -II**

Social Perception and impression formation: nature and significance of social perception, evaluation effects on social perception, theories of attribution, modification of Kelley's theory of casual attribution: relationship between Appearance and Impression formation-Intrinsic motivation and self perception (over justification effect)

15 lectures

### **Unit -III**

Attitude: Dimensions of Attitudes, Persuasive Communication, the effects of distraction of attention, methods of persuasion (a) Sleeper Effect (b) Attitude functions and Persuasion (c) Effects of mood on persuasion (d) Individual Differences and persuasion, Dissonance and Attitude change, Prejudice and Discrimination-subtle forms of discrimination, influence of prejudice on social perception, Personality Structure as a source of prejudice.

15 lecture

### **Unit -IV**

Social Learning: Social Learning- Influence of others' evaluations on the formation of self concept, influence of cultural expectations and values on social learning, factors involved in social learning through the process of imitation (a) Choice of models and significance of reference groups in social learning (b) Perpetual factors in social learning (c) Reward difference in models.

15 lectures

### **Unit -V**

Environment and human behavior: Functions of personal space, factors affecting personal space, factors affecting personal space, types of territories, functions of territories, noise- its negative effect on health and behavior, Air pollution: negative effects of air pollution on health, influence of temperature on behavior, environmental perception, Feeling and perception, effects on human behavior, effects on interpersonal behavior

15 lectures

### **RECOMMENDED BOOKS:**

1. Social Psychology-Dr. G. Das
2. Social Psychology- Mohanty Girsih Bala
3. Social Psychology- Anita Kumar

## **HR-4**

### **ORGANIZATIONAL DEVELOPMENT**

Maximum Marks :40

Pass marks: 16

Duration: 3 Hours

#### **Unit -I**

Introduction, Definition and History of Organizational Development Nature of Organizational Development Problem and contingencies, Assumptions of Organizational Development Goal setting for Organizational Development.

15 lectures

#### **Unit -II**

Organizational Development process, Action research and Organizational Development

Action research as an approach.

15 lectures

#### **Unit -III**

Organizational Development intervention, Definition, nature of Organizational Development intervention, Classification of Organizational development intervention, Organizational

Development in an NGO.

15 lectures

#### **Unit -IV**

Team intervention, team building intervention, RAT (Role Analysis Technique), Continuous development-introduction, definition, evaluation and key concepts.

15 lectures

#### **Unit -V**

Structural Intervention and Organizational Development suggestion criteria for congruency/ in congruency within Organizational Development, Training Philosophies, MBO and appraisal, Physical setting and Organizational Development, Organizational as a learning environment.

15 lectures

#### **RECOMMENDED BOOKS:**

1. Organizational Development-French & Bell.
2. Organizational Development – Sandhya Mehta
3. Organizational Development- Donald L Anderson
4. Organizational Development- Thomas G Cummings

## **HR-5**

### **MANAGEMENT OF CHANGE**

Maximum Marks:40

Pass marks: 16

Duration: 3 Hours

#### **Unit -I**

The process of organizational change, culture and change, managing resistance to change, effective implementation of change

15 lectures

#### **Unit -II**

Organizational Diagnosis: Issues and Concepts- an Overview, diagnostic methodology: salient feature, Diagnostic methods: Quantitative and Qualitative

15 lectures

#### **Unit -III**

Intervention in organizational change, evaluation of organizational change programs

15 lectures

#### **Unit -IV**

Models of Organizational change some models of organizational change; why change may fail- cases, organizational change process consultation, work redesign model

15 lectures

#### **Unit -V**

Consulting: Approaches and skills- management as agent of change, internal change agent, external change, agent styles

15 lectures

#### **RECOMMENDED BOOKS:**

1. Organizational Change- Robbins.
2. Organizational Change- W Warner Burke
3. Organizational Change- Barbara Senior

## **ELECTIVES- FINANCE**

### **F-1**

#### **PROJECT MANAGEMENT**

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

#### **Unit -I**

15 lectures

Planning: overview, resource allocation framework, generation and screening of project ideas (generation of ideas, scouting for project ideas, preliminary screening, project rating index, porter model for profit potential of industries), Project identification for an existing company

#### **Unit -II**

15 lectures

Analysis: market and demand analysis (situational analysis and specification objectives, collection of secondary information, conduct of market survey, characterization of market, demand forecasting, market planning) technical feasibility, financial analysis (cost of project, means of finance, assessing the tax burden and financial projections).

#### **Unit -III**

15 lectures

Selection: basic concepts and criteria: project cash flows (basic principles for measuring project cash flows), cost of capital (basic concepts- premises and rationale, cost of debt preference capital and equity, weighted average cost of capital) Appraisal criteria: NPV, benefit cost ratio, IRR, payback period

#### **Unit -IV**

15 lectures

Implementation- Project management- planning and control, human aspects of project management, network techniques- PERT models, CPM model, network cost system.

#### **Unit -V**

15 lectures

Review: project review and administrative aspects, performance evaluation, abandonment analysis, administrative aspect of capital budgeting, evaluating the capital budgeting system of an organization.

15 lectures

#### **RECOMMENDED BOOKS:**

1. Project appraisal, planning and Control- Prsanna & Chandra

**F-2**

**FINANCIAL CONTROL SYSTEMS**

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

**Unit-I**

Budgeting control, objectives of budgeting, classification budgets, flexible budgets, performance budgeting, zero based budgeting

**Unit –II**

**15 lectures**

Standard costing and variance analysis, components of standard costing, material labor and overheads

**Unit -III**

**15 lectures**

Financial goal setting: concepts and techniques, profit and investment centers, breakeven analysis and responsibility centers

**Unit -IV**

**15 lectures**

Cost audit and procedures, characteristics, scope and functions of cost audit, benefits and limitations, cost audit program and procedure, cost audit rules and reports

**Unit -V**

**15 lectures**

Management audit, Finance audit& cost audit- a competitive study, government and tax audit and the income tax act.

**15 lectures**

**RECOMMENDED BOOKS:**

1. Management control system—Lal

2. Cost Accounting—M.L. Agarwal

### F 3

#### MANAGEMENT OF WORKING CAPITAL

Maximum Marks: 40

Pass marks: 16

Duration: 3 hours

##### Unit -I

Principles of working capital—concepts of working capital, need for working capital, issues in working capital management estimating working capital needs, financing current assets, concept of operating cycles

##### Unit –II

15 lectures

Working capital finance- concept trade credit, accrued expenses and deferred income, bank finance for working capital, regulation of bank finance, commercial paper, chore committee (summary of recommendation), Marathe committee(summary of observation and recommendations)

##### Unit -III

15 lectures

Accounts receivable and payable management, objectives credit policy: nature and goals, optimum credit policy- cost benefit analysis, credit policy variables, credit evaluation of individual accounts, monitoring receivables, factoring concepts, introduction and importance of payable management, effective management of payables.

15 lectures

##### Unit –IV

Inventory management: objectives, nature of inventories, inventory management techniques, analysis of investment in inventory, selective inventory control: ABC analysis, inventory management process

15 lectures

##### Unit –V

Cash management: objectives, facets of cash management, motives for holding cash, cash planning, managing cash collections and disbursements, investing surplus cash in marketable securities.

15 Lectures

#### RECOMMENDED BOOKS:

1. Financial management- I.M. Pandey
2. *Financial management-Prasanna Chandra*
3. *Security Analysis & portfolio management- Shashi K. Gupta & Rosy Joshi*

### F-4

## **SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

Maximum Marks: 40

Pass marks: 16

Duration : 3 hours

### **Unit- I**

Investments, Nature & scope of Investment Analysis, Elements of Investment, Avenues of investment, approaches to investment analysis, concept of return and risk, security return & risk analysis, measurement of return & risk.

### **Unit –II**

15 lectures

Security Market in India: Primary Market & Secondary Market, Function of Stock exchanges in India, SEBI- its functions & operations, Depositories Act 1996.

15 lectures

### **Unit -III**

Types of Investment & risk: security & derivatives, Deposits, LIC policies, UTI, non-financial investment- real estate, gold & other types, tax saving schemes in India; risk- interest rate risk, market risk & inflation risk

### **Unit -IV**

15 lectures

Analysis for investment: fundamental Analysis- Economy Analysis, Industry Analysis, Company Analysis, Efficient Market Hypothesis- Weak, Semi strong & strong market & its testing techniques

### **Unit- V**

15 lectures

Portfolio construction: traditional portfolio & modern portfolio, Markowitz model, selection of optimum portfolio, management Portfolio & portfolio revision, Capital Market Theory. 15 Lectures

### **RECOMMENDED BOOKS:**

1. Security Analysis & portfolio management- Jordan & Fischer
2. Investments- Sharpe & Alexander
3. Security Analysis & portfolio management- Shashi K. Gupta & Rosy Joshi
4. Security Analysis & portfolio Management- Sudhindra Bhat

**F-5**

## **FINANCIAL SERVICES**

**Maximum Marks: 40**



**Pass marks: 16**  
**Duration: 3 Hours**

**Unit -I**

Merchant banking- functions and roles of merchant bankers, categories of merchant bankers, SEBI regulations pertaining to merchant banking- pricing and regulatory aspects of public issues, right issues and private placements

**Unit -II**

15 lectures

Leasing- introduction, concept and classification, finance and operating lease, advantages of leasing, disadvantages of leasing, leasing in Indian context, legal aspects of leasing, lease accounting and reporting, financial evaluation of lease .

**Unit -III**

15 lectures

Hire purchase and consumer credit: concept and characteristics, Mathematics of hire purchase, tax aspects of hire purchase, features of consumer credit transaction, legal frame work, and consumer credit act 1974.

15 lectures

**Unit -IV**

Mergers and acquisitions, types of combinations, motives and benefits of mergers, analysis of mergers and acquisitions, significance of P/E ratio and ESP analysis, leveraged buyout, regulation of mergers and takeovers in India, Accounting For mergers and acquisitions

15 lectures

**Unit -V**

Other services- venture capital, securitization, insurance, credit card, and housing finance, bill financing (concepts and overview).

15 lectures

**RECOMMENDED BOOKS:**

1. Financial Services- Sriram
2. Financial Services- Rosy Joshi
3. Financial Services- Shashi K Gupta, Nisha Agrawal