SOUTH KOKAN EDUCATION SOCIETY'S

RANI PARVATI DEVI COLLEGE OF ARTS & COMMERCE, BELAGAVI.

(AUTONOMOUS)

Affiliated to Rani Channamma University, Belagavi

CURRICULUM FRAMEWORK FOR UNDER GRADUATE COURSE

COURSE STRUCTURE AND SYLLABUS

BBA

1ST AND 2ND SEMESTERS

w.e.f.

2024-25 and onwards

Submitted by

Chairman
Board of Studies (BoS)
BBA Department
R.P.D. College of Arts and Commerce, Belagavi.

SOUTH KOKAN EDUCATION SOCIETY'S

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DEPARTMENT OF BBA

BOARD OF STUDIES

Sl.No.	Name	Designation
1.	Shri. S. S. Shimangoudar Dept. of Business Administration RPD College (Autonomous), Belagavi	Chairman
2.	Dr. Shankargouda C. Patil Prof. in P. G. Section, Rani Channamma University, Belagavi	**Member** (V C Nominee))
3	Dr. Rajendra M. Inamdar Prof. in Gogte Institute of Technology MBA, Department Udyambag Belagavi	**Member** (Expert from outside University)
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RANI PARVATI DEVI COLLEGE OF ARTS & COMMERCE, BELAGAVI.

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DEPARTMENT OF BBA

BBA AUTOMOUS COURSE STRUCTURE
(With effect from 2024-25)

Semester First

Sem	Title of the Course	Course code	TTH Per week	IA Marks		Total	Credits
				IA	SEE		
PART – 1 Ability Enhancement Course							
BBA1.1	Mil (K/M/H)		04	20	80	100	03
BBA 1.2	English	3101	04	20	80	100	03
Part – 2 Discipline Specific Course							
BBA 1.3	Principles of Management	3131	05	20	80	100	05
BBA 1.4	Marketing for Managers	3132	05	20	80	100	05
BBA 1.5	Financial Accounting for Managers	3133	05	20	80	100	05
Part – 3 Skills Enhancement Course							
BBA 1.6	Constitutional Values	4300	02	10	40	50	02
	Total		25	110	440	550	23

Note (1): IA – Internal Marks, SEE – Sem End Exam TTH – Total Teaching hours per week

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DEPARTMENT OF BBA

BBA AUTOMOUS COURSE STRUCTURE
(With effect from 2024-25)

Semester Second

Sem	Title of the Course	Course code	TTH Per week	IA Marks		Total	Credits
				IA	SEE		
PART – 1 Ability Enhancement Course							
BBA 2.1	Mil (K/M/H)		04	20	80	100	03
BBA 2.2	English		04	20	80	100	03
Part – 2 Discipline Specific Course							
BBA 2.3	Human Resource Management		05	20	80	100	05
BBA 2.4	Advanced Marketing Management		05	20	80	100	05
BBA 2.5	Cost Accounting for Managers		05	20	80	100	05
Part – 3 Skills Enhancement Course							
BBA 2.6	Constitutional Values		02	10	40	50	02
	Total		25	110	440	550	23

Note (1): IA – Internal Marks, SEE – Sem End Exam TTH – Total Teaching hours per week

FIRST SEMESTER

Course Title : PRINCIPLES OF MANAGEMENT

Subject code:	**Credits : 5**
Contact Hours : 60	**Weekly Hours : 5**
Semester End Examination : 80 marks	**Internal Assessment : 20 Marks**

Course Objectives:

*To provide broad knowledge about the basic concepts, principles and theories of Management
*To outline the fundamental Functions of Management
*To identify the Contemporary Issues and challenges in the field of Management

Course Outcomes (COs):

On having completed this course student should be able to:
*Summarize the basic concepts, principles and theories of Management
* Demonstrate the role of Managers in an Organization
* Understand role of managerial functions in successful operations & performance of organizations.
* Identify the contemporary issues and challenges in Management
* Develop ethical work place management practices

Pedagogy:

This course uses multiple Pedagogies like Lecture Method, Group Discussion, Role Play, Case Lets, Video Case Studies, ,Mini Project, Assignments, News/Journal/Magazine Article Review, Seminars/PPTs Presentation

Discipline Specific Course (DSC -1)

Title of the Paper : PRINCIPLES OF MANAGEMENT

UNIT I : INTRODUCTION TO MANAGEMENT	**Hours: 12**

Meaning, Definition, Meaning, Scope and Principles of Management; Evolution of Management Thought; Management Theories/Approach-Classical, Behavior, Quantitative and Contemporary; Management as Art Or Science, Management as a Profession; Process and Levels of Management; Introduction to Functions of Management, Role of Managers–Managerial Skills

UNIT II: PLANNING AND DECISION MAKING	**Hours: 14**

Planning – Meaning, Objectives, Nature, and Importance of Planning; Process, Policies, Procedures and Strategy; Types of Plans; Levels of Planning; Steps in Planning; Making Effective Plans, Management By Objective(MBO); Management By Exception (MBE); Forecasting and Decision Making-Nature of Decision Making-Types of Decisions–Decision Making Process–Rational Perspectives and Behavioral Aspects of Decision Making, Problems in Decision Making

UNIT III: ORGANIZING	**Hours: 12**

Organizing– Meaning, Purpose, Nature and Importance; Principles of Organization; Types of Organization - Organizational Structure and Design –Formal and Informal Organizations- Line, Staff and Functional Authority–Line and Staff Relationship, Conflict between Line and Staff – Overcoming the Line-Staff Conflict- Departmentation -Span of Control–Authority, Responsibility and Accountability-Principles of Delegation-Steps-Centralization Vs Decentralization–Factors determining the degree of Decentralization of Authority

UNIT IV: STAFFING, DIRECTING & CONTROLLING	Hours: 14

Staffing-Meaning, Purpose, Nature and Importance; Components of Staffing; Manpower Planning; Recruitment and Selection-Sources of Recruitment, Selection Process; Training and Development; Performance Appraisal

Directing – Meaning, Purpose, Nature and Importance; Function; Principles; Effective Communication Skills for Directing, Meaning & Process Of Communication, Barriers of Communication

Controlling-Meaning, Purpose, Nature and Importance; Essentials of Control; Process of Control; Types of Control; Requirements of an Effective Control System; Techniques of Managerial Control; Behavioural Implications of Control

UNIT V: CONTEMPORARY ISSUES AND CHALLENGES IN MANAGEMENT	Hours: 8

Total Quality Management; Work Force Diversity; Technology Management; Talent and Knowledge Management; Leadership; Organizational Change and Development; Enterprise Mobility;, Virtual Teams; Work from Home; Ethical Work place; Corporate Social Responsibility

BOOKS RECOMMENDED

Essential Books:

1. T. Ramasamy *Principles of Management*, (2018), Himalaya Publishing House, Mumbai.

Essential References:

1. Gupta, R.S., Sharma, B.D.& Bhalla. N.S.,(2011), ***Principles & Practices of Management***(11thEdition), Kalyani Publishers, New Delhi
2. L .M. Prasad,(2007),*Principles and Practices of Mgt*, Himalaya Publishing House, New Delhi
3. Rao P.S.,(2018), *Principles of Management*, Himalaya Publishing House, New Delhi

Additional References:

1. Daft, R.,(2009), *Principles of Management* (1stEdition), Cengage Learning.
2. Koontz, H., & Weihrich H., *Essentials of Management*, McGraw Hill Publishers.
3. Stoner, Freeman, Gilbert,(2014),*Management(*6th Edition),Prentice Hall, New Delhi.
4. Williams, *Management*,(International Edition)South-Western Cengage Learning.

Web Resources:

1. **….**
2. **…..**

Author Name alphabetically (Year of Publication) Title of the book, Publisher, Place of Publication

Example: Iyanger S. P. (2017): *Financial Accounting*, Sultan Chand & Sons, Vol-I, New Delhi

FIRST SEMESTER

Course Title : Marketing For Managers	
Subject code:	**Credits : 5**
Contact Hours : 60	**Weekly Hours : 5**
Semester End Examination : 80 marks	**Internal Assessment : 20 Marks**
Course Objectives:	
*To provide broad knowledge about the basic concepts of Marketing Management * To understand the application of Marketing concepts and techniques * To outline the fundamental Functions of Managers associated with Marketing Activities * To inject essential skills required for discharging Marketing Functions * To identify the Contemporary Issues and challenges in the field of Marketing Management	
Course Outcomes (COs):	
On having completed this course student should be able to: * Summarize the basic Concepts of Marketing Management & Demonstrate the Role of Marketing Managers in an Organization * Understand role of Marketing Functions in successful operations & performance ofOrganizations. * Develop Marketing Plan & Critically evaluate existing Marketing Strategies and Tactics. * Identify the contemporary issues and challenges in Marketing Management * Develop Ethical and Responsible Marketing Management Practices	
Pedagogy:	
This course uses multiple Pedagogies like Lecture Method, Group Discussion, Role Play, Case Lets, Video Case Studies, ,Mini Project, Assignments, News/Journal/Magazine Article Review, Seminars/PPTs Presentation	
Discipline Specific Course (DSC -1)	
Title of the Paper : MARKETING FOR MANAGERS	
UNIT I : INTRODUCTION TO MARKETING	**Hours: 10**
Marketing - Meaning, Definition, Evolution of Marketing, Scope of Marketing Core Marketing Concepts - Production Concept, Product Concept, Selling Concept, Marketing Environment - Micro and Macro Environment, Marketing Plan- Meaning, Criteria and Preparation, Role of Marketing Manager, Skills of Marketing Manager	
UNIT II: SEGMENTATION, TARGETING AND POSITIONING STRATEGIES	**Hours: 10**
Planning – Meaning, Objectives, Nature, and Importance of Planning; Process, Policies, Procedures and Strategy; Types of Plans; Levels of Planning; Steps in Planning; Making Effective Plans, Management By Objective(MBO); Management By Exception (MBE); Forecasting and Decision Making-Nature of Decision Making-Types of Decisions–Decision Making Process–Rational Perspectives and Behavioral Aspects of Decision Making, Problems in Decision Making	
UNIT III: PLC & PRICING	**Hours: 14**

Introduction to marketing mix, Product- Meaning of, Characteristics and Classification, Product Life Cycle (PLC) - PLC Marketing Strategies, Product Line Decision, Product Mix Decision.
Meaning of a New Product, Need and Limitations for Development of a New Product, Stages in New Product Development and Consumer Adoptions process
Price -Concept of Price, objectives, Pricing Methods and Pricing Strategies

UNIT IV: DISTRIBUTION CHANNEL AND PROMOTION	**Hours: 16**

Distribution Channel - Meaning, Need and Importance of Distribution Channel,
Marketing Channels- Structure, Types and Criteria of Selecting a Channel, Wholesaling, Retailing, and Physical Distribution, Designing Marketing Channels, Channel Functions
Promotion - Meaning, Need and Importance of Promotion Concept of Promotion Mix-- Factors determining Promotion Mix,
Promotional Tools -
Advertising, Sales Promotion, Types of Advertisement, Personal Selling andSales Management, Publicity, Public and Customer Relations, Direct and Online Marketing, Multilevel Marketing-the New Marketing Model

UNIT V: CONTEMPORARY ISSUES AND CHALLENGES IN MARKETING	**Hours: 8**

Total Quality Management; Work Force Diversity; Technology Management; Talent and Knowledge Management; Leadership; Organizational Change and Development; Enterprise Mobility;, Virtual Teams; Work from Home; Ethical Work place; Corporate Social Responsibility

BOOKS RECOMMENDED

Essential Books:

1. Kotler Philip, Gary Armstrong & others, (2017), *Principles of Marketing*, Pearson

Essential References:

1. Ramaswamy, V. S. &Namakumari, S., (2019), Marketing Management: Global Perspective-Indian, Sage Publishing
2. Saxena and Rajan, *Marketing Management*, Tata-McGraw Hill, New Delhi.
3. Sreeramulu, (2019), *Basics of Marketing*, Himalaya Publishing House

Additional References:

1. Stanton, Etzel, Walker, *Fundamentals of Marketing*, Tata-McGraw Hill, New Delhi.
2. Kotler. P,& Keller. K. L., (2016), *Marketing Management*, 17th Edition, Pearson Education Prentice Hall of India
3. Marshall & Johnston, *Marketing Management*, McGraw Hill
4. McCarthy, E.J., (2016). *Basic Marketing*: A managerial approach. Irwin, New York.
5. Paul Baines, Chris Fill, Kelly page (2018*), Marketing Management*, 15th Edition, Oxford University Press.

Web Resources:

1. **https://www.youtube.com/watch?v=brbYZ6uWeMc**
2. **https://www.youtube.com/watch?v=yxYUAl8mvKo**

Author Name alphabetically (Year of Publication) Title of the book, Publisher, Place of Publication
Example: Iyanger S. P. (2017): *Financial Accounting*, Sultan Chand & Sons, Vol-I, New Delhi

FIRST SEMESTER

Course Title : FINANCIAL ACCOUNTING FOR MANAGERS

Subject code:	**Credits : 5**
Contact Hours : 60	**Weekly Hours : 5**
Semester End Examination : 80 marks	**Internal Assessment : 20 Marks**

Course Objectives:

* To provide broad knowledge about the basic concepts and Principles of Accounting
* To understand the application of Accounting principles in Preparation of Books of Accounts
* To outline the fundamental Functions of Accounts Manager
* To inject essentials kills required for discharging Accounting Functions
* To identify the Contemporary Issues and challenges in the field of Financial Accounting

Course Outcomes (COs):

On having completed this course student should be able to:

* Summarize the basic Concepts and Principles of Financial Accounting
*Demonstrate the Role of Accounts Manager in an Organization
*PassingJournalEntries,andPreparationofLedgerAccounts,TrialBalance
*Prepare Cash Book and Bank Reconciliation Statement
*Rectify the Accounting Errors
* Prepare Final Accounts of different types of Business Organization
*Identify the Contemporary Issues and Challenges in Financial Accounting
* Develop Ethical and Responsible Accounting Practices

Pedagogy:

This course uses multiple Pedagogies like Lecture Method, Group Discussion, Case Lets, Mini Project, Numerical Problem Solving, Seminars/PPTs Presentation, Field based Assignment, Blending Learning Method

Discipline Specific Course (DSC -1)

Title of the Paper : FINANCIAL ACCOUNTING FOR MANAGERS

UNIT I : INTRODUCTION TO FINANCIAL ACCOUNTING	**Hours: 10**

Financial Accounting - Meaning, Definition, Need and Objectives of Financial Accounting; Nature of Financial Accounting; Users of Financial Accounting Information; limitations of Financial Accounting; Book Keeping, Accounting and Accountancy; Financial Accounting Concepts and Conventions; Generally Accepted Accounting Principles – Accounting Standards – IFRS – INDAS; Basic Terminologies in Financial Accounting, Role of Accounts Manager; Skills of Accounts Manager

UNIT II: RECORDING OF BUSINESS TRANSACTIONS	**Hours: 10**

Business Transactions–Introduction, Meaning, Examples, Capital and Revenue Expenditures, Capital and Revenue Receipts, Assets and Liabilities-Meaning-Classification of Assets and Liabilities; Contingent Assets and Contingent Liabilities

Systems of Accounting – Double Entry System – Accounting Equation – Types of Accounts - Rules of Double Entry Book Keeping - Journal : Meaning and Features, Recording Transaction in Journal, Problems.

Recording transaction in Subsidiary Books – Meaning of Subsidiary Books –Types of Subsidiary Books : Purchase Book, Purchases Return Book, Sales Book and Sales Return Book, Cash Book – Types of Cash Book :Single Column, Double Column, And Triple Column; Opening and Closing Entries; Problems Ledger Accounts–Meaning and Preparation of Ledger Accounts, Problems	
UNIT III: TRIAL BALANCE AND FINAL ACCOUNTS	**Hours: 14**
Trial Balance – Meaning and Features, Need for Trial Balance, Preparation ofTrialBalance, Problems Final Accounts- Meaning, Preparation of Final Accounts-Trading Account, Profit & Loss Account and Balance Sheet of Sole Trading Concerns and Joint Stock Companies, Closing and Adjustment Entries, Problems; Understanding Contents of Financial Statements of Joint Stock Company as per Companies Act 2013;Understanding the Contents Corporate Annual Report – Theory. Preparation of Accounts by using Spread sheet- Google Sheets, Microsoft Excel and Tally, Exercise	
UNIT IV: BANK RECONCILIATION STATEMENT & RECTIFICATION OF ERRORS	**Hours: 10**
Bank Reconciliation Statement- Introduction, Meaning, Need for Reconciliation, Preparation of Bank Reconciliation Statement, Problems. Rectification of Errors-Introduction, Meaning of Errors, Examples, Meaning of Rectification of Errors in Accounting, Examples, Need for Rectification of Errors, Types of Errors, Process of Rectification and Accounting Entries for Rectification-Preparation of Suspense Accounts	
UNIT V: CONTEMPORARY ISSUES & CHALLENGES IN FINANCIAL ACCOUNTING	**Hours: 10**
Contemporary Issues in Financial Accounting - Accounting for Human Resources; Brand Accounting- meaning & importance, Accounting for Social Responsibility of Business; Green Accounting. Challenges in Financial Accounting - Cyber-Security-meaning, importance ,risks & precautions, Accounting of NGO/NPO.	

BOOKS RECOMMENDED

Essential Books:

1. Jain S.P., & Narang K L,(2020),*Basic Financial Accounting* I Vol, Kalyani publishers New Delhi.

Essential References:

1. Arora M.N.,(2013), *Accounting For Management*, , Himalaya Publishing House New Delhi
2. Maheshwari S. N., & Maheshwari S. K., (2020), *Advanced Accountancy* 1, Jain Book Agency, NewDelhi
3. Sreeramulu, (2019), *Basics of Marketing*, Himalaya Publishing House

Additional References:

1 Jawahar Lal & Seema Srivastava, (2013), *Financial Accounting*,: Himalaya Publishing House, New Delhi Prentice Hall of India

Web Resources:

3. **https://youtu.be/vqz4CPUeVNs?si=FZgKHeJKdB2SeT6A**
4. **https://youtu.be/mq6KNVeTE3A?si=--oq20CBSwYS1DUm**

Author Name alphabetically (Year of Publication) Title of the book, Publisher, Place of Publication

Example: Iyanger S. P. (2017): *Financial Accounting*, Sultan Chand & Sons, Vol-I, New Delhi

SECOND SEMESTER

Course Title : HUMAN RESOURCE MANAGEMENT

Subject code:	**Credits : 5**
Contact Hours : 60	**Weekly Hours : 5**
Semester End Examination : 80 marks	**Internal Assessment : 20 Marks**

Course Objectives:

* To provide broad knowledge about the basic concepts, techniques of HRM
* To familiarize the students with the relevance of modern human resource requirements
* To understand role of HR Min Performance and Achievement of Goals of an organization
* To Inject HRM Skills
* To identify the Contemporary Issues and Challenges in the HRM

Course Outcomes (COs):

On having completed this course student should be able to:

* Understand of the basic Concepts, Functions and Processes of HRM
*Understand the different roles of HR Managers / Practitioners in an Organizations
*Design and formulate various HRM Policies / Processes / Systems such as Recruitment, Selection, Training, Development, Performance appraisals and Reward Systems, Compensation Plans
* Identify the Contemporary Issues and Challenges in HRM Develop Ethical Workplace Behaviour & Culture and Responsible HRM Practices

Pedagogy:

This course uses multiple Pedagogies like Lecture Method, Group Discussion, Role Play, Case Lets, Video Case Studies, ,Mini Project, Assignments, News/Journal/Magazine Article Review, Seminars/PPTs Presentation, Field Visit for Experiential learning

Discipline Specific Course (DSC -2)

Title of the Paper : HUMAN RESOURCE MANAGEMENT

UNIT I : INTRODUCTION TO HRM	**Hours: 08**

Meaning, Definition, Scope, Need; Evolution of HRM; Functions of HRM; The changing Role of HRM in a changing Environment; HRM Skills; Forces Shaping HRM at Work ; Legal frame work for HRM Personnel Management vs. Human Resource Management ; The Role of Globalization in HR Policy and Practice; Challenges before HRM

UNIT II: ACQUIRING HUMAN RESOURCES	**Hours: 16**

Human Resource Planning - Introduction, Meaning, Need and Importance; Stages of HRP, Short-Term and Long-Term HRP, Forecasting Techniques ,Action Plans in case of shortage and surplus of HR
Job Analysis – Meaning, Importance and Benefits of Job Analysis; Factors to be considered, Process of Job Analysis, Methods of collecting Job Information, Job Analysis Framework
Job Description- Meaning, Importance and Benefits of Job Description ; Factors to be considered Process of Job Description
Job Specification – Meaning, Importance and Benefits of Job Specification; Factors to be considered, Process of Job Specification
Job Design–Meaning, Importance and Benefits of Job Design; Factors affecting Job Design-Techniques of Job Design, Process of Job Design

Job Evaluation, Job-Restructuring, Job Rotation, Job Enlargement and Job Enrichment, Internal Mobility (Only Concepts)

UNIT III: EMPLOYEE RESOURCING	Hours: 14

Employee Resourcing & contractual employee-Introduction, Concept, Need and Importance
Recruitment – Meaning, Purpose, Need and Importance; Factors governing Recruitment; Sources of Recruitment; Alternative to Recruitment; Recruitment Process, E – recruitment,
Selection-Meaning, Purpose, Need and Importance; Factors governing Selection ; Steps involved in Selection; Types of Selection Tests; Types of Interviews
Placement–Meaning; Induction and Orientation-Meaning, Purpose, Benefit, Content of an Induction Program and Orientation, Process of Induction and Orientation

UNIT IV: DEVELOPING HUMAN RESOURCES	Hours: 14

Developing Human Resources- Introduction, Need and Importance
Training- Meaning, Purpose, Need and Importance ; Steps involved in Training, Training need Identification, Types of Training–On the Job Training Methods, Off the Job Training Methods–Meaning, Features , Process , Merits and Limitation; Design of Training Programme ; Implementation of Training; Evaluation of Training – Meaning, Methods, Benefits and Limitations; Retraining
COMPENSATION AND REWARD SYSTEM - Meaning, Definitions, Objectives and Importance-Wages and Salary Perquisites, Fringe Benefits, Bonus and Incentives – Meanings only, incentives. Performance based pay, merit based pay, skill based pay, and competency based pay, dual system of payment for the same job position. Promotion – Meaning, Definitions, Features, Methods of Promotion
Career Planning: Meaning, Purpose, Role and Significance of Career Planning, Stages in Career Planning, Impact of Career Planning on Productivity.

UNIT V: CONTEMPORARY ISSUES & CHALLENGES IN HRM	Hours: 08

Basic labour laws- Trade Union; Employee Grievance Handling, Leadership Development; Adapting to Innovation- work from home, Work place Diversity; Retaining Talented Employees, Work-Life Balance; Work force Adjustment ; Employee Well being**,** HRM and Ethical HRM Practices

BOOKS RECOMMENDED

Essential Books:

1. C. B. Memoria & S.V. Gankar, *Personnel Management*, Himalaya Publishing House
2. P . Subba Rao (2009), *Human Resource Management*, Himalaya Publishing House.

Essential References:

1. Basak S.P.,(2012),*Human Resource Management*: Text & Cases, Pearson, New Delhi
2. Sen Gupta,(2018),*Human Resource Managem*ent(1stEdition),Sage Publication

Additional References:

2. Armstrong M.,(2010),*Hand book of HRM Practice*, Kogan Page, USA
3. David Lepak and Mary Gowan, *Human Resources Managemen*t, Pearson
4. Decenzo and Robbins, *Human Resources Management*, John Willey
5. Dessler G.,(2010), *Human Resource Management*, Prentice Hall, New Delhi

Web Resources:

5. **https://youtu.be/WpX3SbqyhmM?si=_bf7BtjBaXeM4YD-**
6. **https://youtu.be/bI9RZjF-538?si=Z_OF5IKEoorAwTK8**

Author Name alphabetically (Year of Publication) Title of the book, Publisher, Place of Publication

SECOND SEMESTER

Course Title : ADVANCED MARKETING MANAGEMENT

Subject code:	**Credits : 5**
Contact Hours : 60	**Weekly Hours : 5**
Semester End Examination : 80 marks	**Internal Assessment : 20 Marks**

Course Objectives:

* To provide broad knowledge about the basic concepts, process and models of advance marketing practices
* To understand role of marketing managers in performance and achievement of marketing goals of an organization
* To Inject Advanced Marketing management Skills
* To identify the Contemporary Issues & Challenges in the Advance Marketing management

Course Outcomes (COs):

On having completed this course student should be able to:

* Understand of the Basic Concepts, Process and Models of Advance Marketing Practices
* Understand the different roles played in Marketing Mangers in Competitive Market
* Design and formulate various Advance Marketing Mgt. Policies/Processes/Systems
* Identify the Contemporary Issues and Challenges in the Advance Marketing management
* Develop Ethical Workplace Behavioural& Culture and Responsible the Advance Marketing Practices

Pedagogy:

This course uses multiple Pedagogies like Lecture Method, Group Discussion, Role Play, Case Lets, Video Case Studies, Mini Project, Assignments, News/Journal/Magazine Article Review, Seminars/PPTs Presentation, Field Visit for Experiential learning

Discipline Specific Course (DSC -2)

Title of the Paper : ADVANCED MARKETING MANAGEMENT

UNIT I : RURAL MARKETING	**Hours: 08**

Evolution of Rural Marketing in India Definition- Nature ,Scope, Characteristics and potentials of Rural Marketing ,Importance of Rural Marketing - Socio-Cultural-economic & other environmental factors affecting Rural Marketing, A comparative Analysis of Rural Vs Urban Marketing, Size & Structure of Rural Marketing, Emerging challenges and Opportunities in Rural Marketing

UNIT II: **CONNECTING WITH CUSTOMERS**	**Hours: 16**

Introduction - Consumer Behaviour – Meaning, Features, Factors affecting Consumer Behaviour, Types of Buying Decision Behaviour, The Buyer Decision Process,
The Buyer Decision Process for New Products, Business Buyer Behaviour, The Business Buyer Decision Process Models of Consumer Behaviour, Identify and influencing the New Consumer.
Individual & external influences on consumer behaviour – motivation, personality ,perception , learning, attitude ; Social class, culture , groups opinion leadership.

UNIT III: SERVICES MARKETING	**Hours: 10**

Meaning of services, GAP model differences between product & services, service marketing triangle, SERVQUAL model, zone of tolerance ,hard & soft standards ,employ role in service design, physical evidences

UNIT IV: CUSTOMER RELATIONSHIP MANAGEMENT	Hours: 12

Introduction -- Definition & Meaning, Emergence of CRM Practice, Factors Responsible for CRM growth, CRM Process, Framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, CRM and Cost-Benefit Analysis, Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value, Customer Experience Management, Web based Customer Support, CRM Planning.

UNIT V: DIGITAL TRANSFORMATION IN MARKETING	Hours: 14

Digital Marketing - Meaning, Need, Components, Types, Social Media - Meaning, Need, Importance,
Forms of Online Marketing Communication - Social Media, Mobile Marketing, Content Marketing, Influencer Marketing, Affiliate Marketing, SEO (Search Engine Optimization), Email Marketing.
E-business –meaning importance, payment gateways, Ethical Issues in Digital Transformation in Marketing, Artificial Intelligence in Marketing – Meaning of Artificial Intelligence, Application of Artificial Intelligence in Marketing and Challenges, Data-Driven Marketing –Meaning, Need, Importance,

BOOKS RECOMMENDED

Essential Books:

1.T. Ramasamy *Principles of Management*, (2018), Himalaya Publishing House, Mumbai.
2. Philip Kotler, *Marketing 5.0: Technology* for Humanity

Essential References:

1. Naresh K. Malhotra, (2013), *Essentials of Marketing Research*, Pearson Education
2. Das Satyabhusan and Malhotra Naresh K, (2019), *Marketing Research*: *An Applied Orientation*, Pearson
3. Kumar Leon G., Schiffman; Joe, Wisenblit; S. Ramesh, (2018), *Consumer Behaviour*, 12 Edition, Pearson
4. S. Ramesh Kumar, (2017), *Consumer Behaviour: The Indian Context* (Concepts and Cases)
5. Swapna Pradhan, (2020), *Retailing Management: Text and Cases* (6th Edition), Mc Graw Hill
6. George Westerman, Didier Bonnet, and Andrew McAfee, *Leading Digital: Turning Technology into Business Transformation*

Additional References:

1. C G Krishnamacharyulu, Lalitha Ramakrishnan *Rural Marketing* – – Pearson Education
2 Awadhesh Kumar Singh Satyaprakash Pandey . Indian Perspective *Rural Marketing* New age publishers.
3. Daniel D. Prior, Francis Buttle , (2024), *Customer Relationship Management*
4. Don Peppers and Martha Rogers, (2022), Managing *Customer Experience and Relationships:* A Strategic Framework

Web Resources:

7. **https://www.youtube.com/watch?v=rG2Ui_BKpBY&list=PLgMDNELGJ1CZF8bYMr8YZ7JFD7WD8M46k**

Author Name alphabetically (Year of Publication) Title of the book, Publisher, Place of Publication
Example: Iyanger S. P. (2017): *Financial Accounting*, Sultan Chand & Sons, Vol-I, New Delhi

SOUTH KOKAN EDUCATION SOCIETY'S

RANI PARVATI DEVI COLLEGE OF ARTS & COMMERCE, BELAGAVI.

(AUTONOMOUS)

Affiliated to Rani Channamma University, Belagavi.

SECOND SEMESTER

Course Title : COST ACCOUNTING FOR MANAGERS

Subject code:	**Credits : 5**
Contact Hours : 60	**Weekly Hours : 5**
Semester End Examination : 80 marks	**Internal Assessment : 20 Marks**

Course Objectives:

* To provide broad knowledge about the basic concepts and Principles of Cost Accounting
* To outline the fundamental Functions of Cost Accountants
* To inject essential skills required for discharging Cost Accounting Functions
* To through light on latest development in Cos t Accounting
* To identify the Contemporary Issues and challenges in the field of Cost Accounting

Course Outcomes (COs):

On having completed this course student should be able to:

* Summarize the basic Concepts and Principles of Cost Accounting
* Demonstrate the Role of Cost Accountant in an Organization
* Prepare Cost Sheet, Process Accounts, Contract Accounts, Service Accounts, etc
* Understand latest development in Cost Accounting
* Identify the Contemporary Issues and Challenges in Cost Accounting & Develop Ethical and Responsible Cost Accounting Practices

Pedagogy:

This course uses multiple Pedagogies like Lecture Method, Group Discussion, Case Lets, Mini Project, Numerical Problem Solving, Seminars / PPTs Presentation, Field based Assignment, Blending Learning Method

Discipline Specific Course (DSC -2)

Title of the Paper : COST ACCOUNTING FOR MANAGERS

UNIT I : INTRODUCTION TO COSTACCOUNTING	**Hours: 12**

Cost-Meaning; Classification; Elements of Cost; Objectives of Cost; Nature &Importance of Costing; Users of Cost Accounting; Role & Functions of Cost Accountant; Use of IT in Costing Requisites for Installation of good Cost Accounting System; Cost Sheet–Meaning, Format of Cost Sheet, Problems;
Methods of Costing; Cost Accounting v/s Financial Accounting.

UNIT II: UNIT COSTING & BATCH COSTING	**Hours: 12**

Unit Costing-Meaning; Process of Cost Accumulation and Calculation; Suitability; Problems
Batch Costing–Meaning; Process of Cost Accumulation and Calculation;
Determination of Economic Batch Quantity (EBQ); Suitability; Problems.
Difference between Unit and Batch Costing

UNIT III: JOB COSTING & CONTRACT COSTING	**Hours: 12**

Job Costing – Meaning; Procedure; Objectives Job Cost Card/ Sheet; Problems, Advantages and Disadvantages of Job Costing Contract Costing- Meaning; terms used: Work-in-Progress, Cost of Work Certified, Cost of Work Uncertified, Progress Payment, Retention Money, Problems; Earnest Money Deposit – meaning, Cost Plus Contract; Escalation Clause in a Contract; Advantages and Disadvantages of Contract Costing	
UNIT IV: PROCESS COSTING	**Hours: 14**
Process Costing - Meaning; Features; Procedure, Format of Process Accounts, Treatment of Normal, Abnormal Loss and Abnormal Gain, Valuation of Working Process: Problems, Process Costing Methods: (i) First-in-First Out (FIFO) Method, (ii)Weighted Average Method, Problems; Inter-Process Profits: Meaning	
UNIT V: ADVANCED COSTING METHODS	**Hours: 12**
Activity Based Costing (ABC); Life Cycle Costing; Target Costing; Transfer Pricing – meaning & importance. Preparation of Cost Accounts by using Spreadsheet - Google Sheets, Microsoft Excel, Exercises	

BOOKS RECOMMENDED

Essential Books:

1. Parag Gupta, *Advance Cost Accounting*

Essential References:

1. M. L. Agrawal and, Dr. K. L. Gupta, *Cost Accounting (Principles and Practice)*, Sahitya Bhawan Publications
2. M N Arora (2021), *A Text book of Cost and Management Accounting*
3. R. Palaniappan & N. Hariharan, (2020),*Cost Accounting: Theory &Practice*, Dream tech Press
4. S .P. Jain and K L Narang, *Cost Accounting*.
5. Shukla M.C. and Grewal , T. S, *Cost Accounting*, S .Chand And Company Ltd.
6. V .K. Saxena, (2012), *Cost Accounting: Problems & Solutions*, Sultan Chand & Sons

Additional References:

1, Jawahar Lal, Seema Srivastav, and Manisha Singh,(2019),*Cost Accounting*: *Text*, *Problems and Cases* (6th Edition), Mc Graw -Hill

Web Resources:

8. **https://youtu.be/VXTbSqrS1OQ?si=SRLQ3lW1EA04NN33**
9. **https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-New.pdf**

Author Name alphabetically (Year of Publication) Title of the book, Publisher, Place of Publication

Example: Iyanger S. P. (2017): *Financial Accounting*, Sultan Chand & Sons, Vol-I, New Delhi

BBA DEPARTMENT

SCHEME OF EXAMINATIONS:

At the end of each semester there shall be the examination of Autonomous College. The total marks for each paper shall be 100 of which 20 marks shall be internal assessment and remaining 80 marks shall be for semester end examinations.

INTERNAL ASSESMENT PATTERN:

Out of 20 Internal Marks:
a) 5 marks will be allotted to class room activities like Seminar/Presentation/ Group Discussions/Role Play/ Case Study/ Problem Solving/Quiz etc.

b) 5 marks will be allotted for Home Assignment.

c) Two internal tests will be conducted in each semester for 20 marks each and will be reduced to 10 marks.

* Each test shall be of at least one hour duration.

* The Internal Assessment (IA) marks awarded to students shall be displayed on the notice board of the Department within a week from the date of conduct of the tests.

* There shall be no provision for improvement of IA marks.

FORMATIVE ASSESSMENT FOR THEORY

Assessment Type	Marks
Internal Assessment Test 1	**05**
Internal Assessment Test 2	**05**
Assignment	**05**
Classroom Activities	**05**
Total	**20**
Formative Assessment as per the guidelines	

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MODEL QUESTION PAPER

BBA

Question Paper Pattern for Semester End Examination

BBA I and II Semesters

Time: 3 Hours | **Maximum Marks: 80**

Section-A

I. Answer any TEN of the following questions (10 out of 12) **2X10 = 20**

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.

Section-B

II Answer any FOUR of the following Questions (4 Out Of 6) **5X4 = 20**

13.
14.
15.
16.
17.
18.

Section-C

III. Answer any THREE of the following Questions (3 out of 5) **10X3 = 30**

19.
20.
21.
22.
23.

Section-D

IV Answer any ONE Question (Compulsory) **10X1 = 10**

24.

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MODEL QUESTION PAPER

BBA

Subject: **Principles of Management**

BBA I SEMESTER

Time: 3 hours | Marks: 80

Instructions:

1. Write the question number correctly
2. Section D is compulsory

SECTION – A

I. **Answer any 10 of the following**: **(10*2=20)**

1) What is Management?
2) What do you mean by motivation?
3) What is Recruitment?
4) What is MOU and AOA?
5) Who is a democratic leader?
6) What is staff organization?
7) What is spirit de corps?
8) What is centralization?
9) What is span of control?
10) What is planning?
11) What is controlling?
12) What is an organization?

SECTION – B

II. **Answer any 4 of the following:** v (4*5=20)

13) Explain any 5 principles of Henry fayol.
14) Briefly explain staffing and sources of recruitment.
15) Write a short note on CSR.
16) Distinguish between co-ordination and co-operation.
17) Explain in brief functional and product basic of departmentation.
18) Briefly explain principles of direction.

SECTION – C

I. **Answer any 3 of the following:** ((3*10=30)

19) Explain Maslow's theory pf motivation.
20) Explain the process of decision making.
21) Explain the scope of management.
22) Discuss the tools and techniques of controlling.
23) Explain various types of Leadership styles.

SECTION – D (Compulsory) (1*10=10)

IV. Answer the following:

24) Explain the significance and limitations of planning in context to the 21^{st} century.

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MODEL QUESTION PAPER

BBA

Subject: Marketing for Managers

Semester- I

Time: 3 hrs. **Marks: 80**

I. Answer any 10 question, Each carry 2 marks **10*2= 20 marks**

1. What is marketing?
2. Define Positioning
3. What do you mean by societal marketing?
4. Define product
5. What do you mean by Skimming pricing?
6. Define online marketing
7. What is Sustainable Marketing?
8. What is Fad?
9. Expand: PESTLE
10. Give example for unsought products
11. What is Service Perishability?
12. What is zero level distribution?

II.Answer any 4 questions, Each carries 5 marks **4*5=20 marks**

1. Explain Micro Environment
2. Explain consumer buyers decision in case of purchasing “Mobile”
3. Explain core concepts of marketing
4. Differentiate between Goods & Services
5. Explain process of marketing plan
6. Explain Criteria for selecting a channel

III. Answer any 3 questions, Each carries 10 marks **3*10=30 marks**

1. Explain how you would segment the market for an online food delivery company/app
2. Elaborate on the New Product Development Process to be considered in launching a New Women Sports League in India
3. Describe strategies of PLC stages
4. If you were to launch new Water park in your city,then which all promotional tools you would use? Explain
5. ExplainTypes of Marketing Channels in detail

IV. Compulsory question **1*10=10 marks**

1. Explain STP of Smart watch (I watch) in detail

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MODEL QUESTION PAPER

BBA

Subject: **FINANCIAL ACCOUNTING FOR MANAGERS**

BBA I SEMESTER

Time: 3 hours Marks: 80

Instructions:

3. Show calculations whenever necessary
4. Section D is compulsory
5. Simple calculator is allowed
6. Write the question number correctly

Section A

Answer any ten of the following (10*2=20)

1. What is book keeping?
2. What is business transaction?
3. What is capital?
4. What is return inward?
5. What is journal?
6. What is ledger?
7. What is bank reconciliation statement?
8. Why trial balance is prepared?
9. What is net profit?
10. What is contra entry?
11. What is rectification of errors?
12. What is green accounting?

Section B

Answer any four of the following (4*5=20)

1. Explain the objectives of accounting.
2. Prepare personal account of Mr.Somnath

   2020

January 1	Opening balance to Mr.Somnath's account Rs.1500 (Dr)
January 5	Bought goods from him Rs.5000
January 7	Sold goods to him Rs.3000
January 11	Received cash from him Rs.2000
January 14	Returned goods to him Rs.1200
January 18	Paid cash to him Rs.4500

3. From the following particulars prepare Profit & Loss A/c

Gross profit	Rs.60000
Rent	Rs.4000

Salaries		Rs.15000
Printing		Rs.1200
Discount(Dr)	Rs.2000	
Discount(Cr)	Rs.1400	
Commission earned	Rs.2600	
Insurance		Rs.1700
Carriage outward		Rs.1300
Interest paid		Rs.1800
Travelling Expenses	Rs.1500	
Sundry Expenses		Rs.500

4. Prepare Trial Balance

Bank overdraft		Rs.2800
Cash in hand	Rs.400	
Purchases return		Rs.800
Sundry expenses		Rs.2400
Sales return		Rs.1600
Salaries		Rs.1600
Purchases		Rs.5600
Sales		Rs.8800
Creditors		Rs.2400
Debtors		Rs.1600
Opening stock	Rs.2000	
Machinery		Rs.4000
Capital	Rs.4400	

5. Prepare petty cash book

January 1	Received cash from main cashier Rs.300
January 2	Paid to Ramesh Rs.20
January 3	Paid tips to peon Rs.10
January 4	Paid for local telephone Rs.10
January 5	Paid for pen Rs.14
January 6	Paid for postage stamps Rs.10

6. Write a short note on Cyber Security.

Section C

Answer any three of the following (3*10=30)

1. Journalize the following transactions in the books of Shekhar

2021

April 1	Shekhar started business with cash Rs.10000
April 4	Purchased goods from Raju Rs.1000 on credit
April 6	Paid Raju Rs.250 on account
April 8	Paid Rohan Rs.450 on credit
April 12	Received from Rohan Rs.150 on account
April 16	Purchased goods for cash Rs.300
April 18	Sold goods for cash Rs.200
April 23	Received commission Rs.25
April 26	Paid for advertisement Rs.50
April 30	Withdraw goods for personal use Rs.100

2. Prepare respective subsidiary books

   2019

January 1	Sold goods to Anand Rs.12000 T.D at 10%
January 2	Bought goods from Mukund Rs.6000 and paid cash Rs.1000 only, balance on credit
January 3	Sold goods to Abhijit list price Rs.10000 discount at 12%
January 10	Aditya supplied us 50 % of goods ordered Rs.12500
January 12	Mr.Abhijit returned goods of the list price Rs.2000
January 14	Bought goods from Abhijit Rs.9000 T.D at 5%
January 15	Returned goods to Abhijit Rs.1550 net

3. Prepare Triple column cash book

   2022

January 1	Started business with cash Rs.50000
January 2	Opening balance of bank Rs.30000
January 3	Purchased goods and paid by cheque Rs.2000
January 4	Sold goods to Babu Rs.2000 in full settlement of Rs.2400 for cash
January 5	Received cheque from Ashok Rs.2000
January 6	Deposited above cheque in to bank
January 7	Paid rent by cheque Rs.2000 by cash Rs.4000
January 8	Received rent by cheque Rs.10000
January 9	Opened a bank account with Canara Bank Rs.2000
January 10	Withdrawn cash from bank Rs.1000

4. Write short note on any two
   a) Dual aspect concept
   b) Purchases book
   c) Petty cash book
5. From the following information prepare Bank Reconciliation Statement as on 31-12-2016
   a) Bank balance as per cash book as on 31-12-2016 Rs.10000
   b) Cheques issued in December 2016 but presented for payment in January 2017 Rs.900
   c) Bank charges debited in pass book but not entered in the cash book Rs.50
   d) Cheques paid in to bank but not yet collected Rs.1000
   e) Interest and dividend credited only in pass book Rs.250

Section D (Compulsory)

(1*10=10)

1. From the following Trial Balance. You are required to prepare Trading A/c, P & L A/c and Balance Sheet as on 31-12-2020

Trial balance as on 31-12-2020

Particulars	Debit Rs.	Credit Rs.
Capital		60000
Drawings	12000	
Stock 1-1-2020	18000	

Purchases	102000	
Sales		163000
Carriage inward	2500	
Carriage outward	3000	
Bills receivable	10000	
Bills payable		8000
Salaries	20000	
Wages	16000	
Creditors		25000
Debtors	20000	
Rent & taxes	3500	
Printing & Stationery	1500	
Insurance	1000	
Returns inward	3000	
Returns outward		2000
Machinery	35000	
Furniture	5000	
Cash in hand	500	
Cash at bank	5000	
	258000	258000

Stock as at 31-12-2020 was valued at Rs.26000

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MODEL QUESTION PAPER

BBA

Subject: HUMAN RESOURCE MANAGEMENT

Semester -II

Time: 3 hours **Marks:80**

Instructions:

1. *Write the question number correctly*
2. ***Section D is compulsory***

Section A

I. Answer any 10 question, each carry 2 marks **10*2= 20 marks**

1. What is job rotation?
2. What is e-recruitment?
3. What is Transfer?
4. Define HRM.
5. Write any two advantages of Training Program.
6. What do you mean by Job Evaluation?
7. Mention any two objectives of Induction program?
8. What is vestibule Training?
9. What are fringe benefits?
10. What do you mean by Job re-designing?
11. What is Trade union?
12. What do you mean by Work place diversity?

Section B

II. Answer any 4 questions, each carries 5 marks **4*5=20 marks**

1. Explain the features of HRM
2. Write note on Promotion and its purposes
3. Briefly explain the steps involved in selection process
4. Explain the process of Job analysis
5. Write Direct and indirect forms of compensation
6. Write the differences between Personnel Management and HRM

Section C

III. Answer any 3 questions, each carries 10 marks **3*10=30 marks**

1. Mention the source of recruitment and explain their advantages and disadvantages
2. Explain the employee grievance handling Procedure?
3. Explain the stages of career planning and its impact on productivity
4. Explain the principles of wage and salary administration
5. Explain the advantages of Training

***Section D* (Compulsory)**

IV. Answer the following **1*10 = 10 marks**

1. Explain factors influencing wage and salary administration

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MODEL QUESTION PAPER

BBA

Subject: Advance Marketing Management

Semester -II

Time: 3 hrs Marks: 80

Instructions:

1. *Write the question number correctly*
2. ***Section D is compulsory***

Section A:

I. Answer any 10 question, each carry 2 marks 10*2= 20 marks

1. Define Rural Marketing
2. What is Urban Marketing?
3. What do you mean by Culture?
4. Define Customer Lifetime Value
5. What do you mean by zone of tolerance?
6. Define SEO
7. What is Payment gateway?
8. What is Affiliate marketing?
9. What is AI?
10. What do you mean by Customer Retention?
11. What is SERVQUAL?
12. What is CRM?

Section B:

II. Answer any 4 questions, each carries 5 marks 4*5=20 marks

1. Explain 4A's of rural marketing
2. Explain consumer buyer's decision in case of purchasing "car"
3. Explain ethical issues in Digital transformation
4. Differentiate between Products & Services
5. How can you influence behaviour of consumer? Explain
6. Explain emerging Opportunities in rural marketing

Section C:

III. Answer any 3 questions, each carries 10 marks 3*10=30 marks

1. Explain different types of buying decision behaviour
2. What are the 7P's of Service Marketing? Explain with proper example
3. Explain different types of CRM
4. If you were to launch new E-scooter in your State, then which all promotional tools you would use? Explain
5. Explain buying behaviour of an Industry

Section D(compulsory)

IV. Answer the following 1*10 = 10 marks

1. Write a short note on following with proper examples

a. Influencer Marketing b. Content Marketing

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MODEL QUESTION PAPER

BBA

Subject: COST ACCOUNTING FOR MANAGERS

BBA II SEMESTER

Time: 3 hours **Marks:80**

Instructions:

3. *Show calculations whenever necessary*
4. ***Section D is compulsory***
5. *Simple calculator is allowed*
6. *Write the question number correctly*

Section A

Answer any ten of the following **(10*2=20)**

13. What is Prime cost?
14. Define cost accounting.
15. What are overheads?
16. What is normal loss, how it is treated in process account?
17. Give any two examples for pure financial charges.
18. What is Break Even Point?
19. What is LIFO?
20. What is FIFO?
21. What is Contact costing?
22. What is Unit costing?
23. What is Job costing?
24. What is Cost sheet?

Section B

Answer any four of the following **(4*5=20)**

7. Explain the classification of overheads.
8. Distinguish between Financial Accounting and Cost Accounting.
9. Write a short note on Activity Based Costing.
10. From the following information prepare cost sheet

Particulars	1-4-2020	31-4-2020
Stock of finished goods	6000	15000
Stock of raw materials	40000	50000
Stock of work in progress	15000	10000
Purchase of raw materials	475000	

Carriage inwards	12500	
Wages	175000	
Work managers salary	30000	
Factory rent	7250	
Power expenses	43000	
Sales	860000	
Tax paid	10000	
General expenses	5000	

11. Calculate EOQ from the following

Annual consumption	1600 units
Ordering cost	Rs.15 per order
Carrying cost	15%
Price per unit	Rs.20

12. Two components M and N are used as raw materials in a factory which works for 6 days in a week.

Normal Consumption	90 units per week	
Minimum Consumption		60 units per week
Maximum Consumption		120 units per week
Reorder quantity	M	60 units
	N	40 units
Reorder period	M	3 to 5 weeks
	N	2 to 4 weeks

Calculate

a) Maximum level
b) Minimum level
c) Reorder level
d) Average stock level

Section C

Answer any three of the following (3*10=30)

6. From the following prepare a store ledger & find out the closing balance under FIFO Method

1-12-2020	Balance of 125 units at Rs.100 each
5-12-2020	Purchased 1500 units at Rs.120 each
8-12-2020	Issued 1250 units
10-12-2020	Purchased 2500 units at Rs.140 each
15-12-2020	Returned to supplier 100 units purchased on 10-12-2020
16-12-2020	Purchased 2000 units at Rs.110 each
20-12-2020	Issued 3000 units
22-12-2020	Issued 1000 units
24-12-2020	Purchased 2750 units at Rs.115 each
26-12-2020	Issued 1750 units
30-12-2020	Shortage found on stock verification 50 units

7. A product passes through two distinct process A and B and then to finished stock. The normal wastage of each process is follows

Process A 3% of the units entering the process

Process B 5% of the units entering the process

Wastage of process A was sold at Rs.1 per unit & that of process B Rs.2 per unit. 10000 units were issued to process A at a cost of Rs.4 per unit. The other expenses were as follows

	Process A	Process B
Materials	Rs.4000	Rs.3000
Wages	Rs.10000	Rs.16000
Manufacturing expenses	Rs.2100	Rs.2375

The actual output were

Process A 9500 units

Process B 9100 units

Prepare Process A and Process B Account.

8. From the following information prepare cost sheet

Particulars	Rs
Materials consumed (direct)	150930
Direct wages	72200
Direct expenses	14200
Factory expenses	11720
Office expenses	9950
Advertising	12290
Machine repairs	2740
Staff salaries	17460
Carriage on sales	6730
Foremens wages	9560
Directors fees	5000

Also ascertain the profit or loss if total sales value is Rs.400000.

9. X company gives you following information

Materials used Rs.300000

Works on cost Rs.48000

Productive wages Rs.240000

Office & Gen expenses Rs.35280

Prepare a cost sheet of the machines & calculate the price to be quoted for a machine requiring material valued Rs.2500 and wages Rs.1500 so that price may yield a profit of 20% on selling price.

10. Explain advantages and disadvantages of Contract Costing.

Section D (Compulsory)

(1*10=10)

2. The sales and profits of Dell ltd for two periods are as under

Period	Sales	Profits
2019	Rs.100000	Rs.10000
2020	Rs.150000	Rs.20000

Calculate

a) P/V Ratio
b) BEP
c) Profit at sales of Rs.200000
d) Sales required to earn a profit of Rs.20000