

**ACHARYA NAGARJUNA UNIVERISYT**

**BBA – FIRST SEMESTER  
MANAGEMENT PROCESS**

**(C.B.C.S)**

**With effect from 2015-16**

<b>No. of hours per week: 6</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Credits: 6</b>	<b>Semester</b>	<b>end</b>
<b>examination</b>	<b>:</b>	<b>75</b>
	<b>Internal assessment</b>	<b>: 25</b>

**UNIT – I**

Introduction: Meaning and importance of Management; Role and responsibilities of top, middle and lower managers. Functions of management. Challenges of Management in the context of new era.

**UNIT – II**

Planning: Concept – Significance – Process – Techniques – Problems – Planning Principles.

**UNIT – III**

Organizing : Concept – significance – process – techniques – problems. Principles of organizing. Formal and informal organizations. Organizational design. Departmentation types: advantages and disadvantages. Span of Control. Delegation of authority. Delegation Vs. decentralization. Line and Staff Positions – Committees.

**UNIT – IV**

Staffing: Meaning and importance of staffing. Recruitment – Selection – interviewing – induction.

Leading: Meaning – importance of leading. Leadership Styles. Developing leadership skills.

Motivating: Meaning – importance of motivation. Theories of motivation.

Communicating: Meaning – importance – process – problems of communication. Barriers of Communication – Measures towards effective communication.

**UNIT – V**

Controlling – Importance – process - problems of controlling. Control as a feed back system.

Requirements of effective control. Preventive and overall controls.

(P.T.O.)

**Recommended Books:**

1. Prof. D. A. R. Subrahmanyam, & Smt. D. Swapna, A Text Book on Principles of Management, Maruthi Book Depot, Guntur
2. Koontz, H. and Wihrich H, Management, Mc Graw Hill.
3. Stoner, J etc., Management, Pearson Education.
4. Sharma, Principles of Management, Kalyani Publishers, Hyderabad.

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**ACHARYA NAGARJUNA UNIVERISYT**  
**MODEL QUESTION PAPER**  
**BBA – FIRST SEMESTER**  
**MANAGEMENT PROCESS**  
**With effect from 2015-16**

Marks Max.  
: 75

**SECTION – A**

**Answer any Five question of the following.**

**5 x 5 = 25 Marks**

- 1) Functions of Management
- 2) MBO
- 3) Formal Organization
- 4) Delegation
- 5) Span of Control
- 6) Incentives
- 7) Supervision
- 8) Staffing

**SECTION – B**

**Answer the following questions:**

**5 x 10 = 50 Marks**

- 9) Is Management an art or science or profession?  
(OR)  
Explain the principles of Henry Fayol.
- 10) Explain various stages in the Process of Planning.  
(OR)  
Bring out the differences between Formal and Informal Organizations.
- 11) Explain Line & Staff. Why conflicts occur between Line and Staff Positions.  
(OR)  
Explain Span of Control. What factors determine the Span of Control?
- 12) Explain different styles of Leaderships.  
(OR)  
Explain the concept and barriers of Communication.
- 13) Explain the concept and importance of Control.  
(OR)  
Explain different types of direct and indirect Controls in Organizations.

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# ACHARYA NAGARJUNA UNIVERSITY

## BBA – FIRST SEMESTER MANAGERIAL ECONOMICS (C.B.C.S)

With effect from 2015-16

<b>No. of hours per week: 6</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>No. of Credits: 6</b>	<b>Semester</b>	<b>end</b>
<b>examination</b>	<b>:</b>	<b>75</b>
	<b>Internal assessment</b>	<b>: 25</b>

### UNIT – I: Introduction

Economic and non-economic activities; Business – Meaning and its importance in the economy; Economics: Definitions – Distinction between micro and macro economics; Concept of Utility; Cardinal and ordinal utility; Law of Diminishing Managerial Utility; Law of substitution.

### UNIT – II: Demand, Supply and Market Equilibrium

Demand: Meaning, Importance, Types of Demand; Law of Demand; Elasticity of Demand: Different types of elasticity of demand – Price elasticity, income elasticity, cross elasticity and promotional elasticity – Determinants of elasticity of demand; Supply: Meaning and importance; Law of Supply; Market equilibrium; Consumer's surplus.

### UNIT – III: Production and Costs

Concept of Production; Production function; Distinction between short run and long run; Law of variable proportions; Law of Returns to Scale; Concept of cost of production; Cost function: Costs in short run and costs in long run.

### UNIT – IV: Market structures and Pricing

Market Structures: Characteristics – Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly; Pricing in various market structures during short run and long run; Different types of pricing and pricing strategies.

### UNIT – V: National Income, Trade Cycles and International Trade

National Income: Definition – Measurement – Difficulties and problems in measurement of national income – different concepts of national income; Trade Cycles: Definitions – Causes – Control of Trade Cycles; Monetary Policy and Fiscal Policy; International Trade: Meaning, Theories of international trade; Concept of Balance of Payments.

### RECOMMENDED BOOKS:

1. Prof. D. A. R. Subrahmanyam, & Dr. V. Hari Leela, A Text Book on Managerial Economics, Maruthi Book Depot, Guntur.

(P.T.O.)

2. Gupta G.S., Managerial Economics, Tata McGraw Hill.
3. Mithani D.M., Fundamentals of Business Economics, Himalaya Publishing House.
4. A. V. R. Chary, Business Economics Entrepreneurship & Development, Kalyani Publishers, Hyderabad.

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**MANAGERIAL ECONOMICS**  
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**Marks**

**Max.**

**: 75**

**SECTION – A**

**Answer any Five question of the following.**

**5 x 5 = 25 Marks**

- 1) Cardinal utility
- 2) Elasticity of Demand
- 3) Consumers' surplus
- 4) Production function
- 5) Oligopoly
- 6) Monetary Policy
- 7) Balance of Trade
- 8) Trade Cycle

**SECTION – B**

**Answer the following questions:**

**5 x 10 = 50 Marks**

- 9) Distinguish between Micro and Macro Economics.  
(OR)  
Explain the Law of Diminishing Marginal Utility.
- 10) Explain different kinds of Price Elasticity of Demand.  
(OR)  
Explain Law of Demand. Bring out its importance and exceptions.
- 11) Explain law of Diminishing Marginal Returns.  
(OR)  
Explain law of Returns to Scale
- 12) Explain the characteristics of perfect competition. How is price determined in long run under perfect competition?  
(OR)  
Explain differences between skim-the-cream pricing and penetration pricing.
- 13) Explain different concepts of national income.  
(OR)  
What do you mean by balance of payments? Explain the components of balance of payments.

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**IT FOR MANAGERS**  
**(C.B.C.S)**

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**UNIT – I**

IT in the Modern Organization: Basic concepts of Information Systems – Organizational structure and IT support. IT support at different organizational levels  
Managing Information Technology in organizations.

Introduction to Computer Systems: Introduction to Computers – Five generations of Modern Computers – Classification of Digital Computer Systems.

**UNIT – II:**

**Computer Hardware:** Computer Hardware: Central Processing Unit (CPU). Control Unit, Arithmetic Logic Unit (ALU).

Memory: Memory Organization – Random Access Memory (RAM), Dynamic RAM (DRAM, Static RAM (SRAM). Read Only Memory (ROM), Registers.

Factors affecting Processor Speed – Instruction set, Mechanic Cycle

**Secondary Storage Devices:** Magnetic Tape, magnetic Disks, Hard Disks, Flexible Disks, Optical Disk.

**Input Devices:** Key Board, Mouse, Trackball, Game Controllers, Scanners, Voice Recognition, Web Cams, Digital Cameras, OCR, OMR, MICR.

**Output Devices:** Monitor: CRT Monitors, Flat-Panel Monitors. – Printers: Daisy-wheel, DoT-Matrix, Ink-jet Printer – Plotter, Multimedia Projector.

**UNIT – III**

**Computer Software:** System Software and Application Software. Operating Systems: Windows Operating Systems, Mobile Device Operating Systems, and Notebook Operating Systems.



**Application Software:** Types of Personal Application Software. Spreadsheets – Data Management – Word Processing – Desktop Publishing, Graphics, CAD, CAM, CIM, Multi Media. Speech-recognition Software, Groupware, Software suits.

(P.T.O.)

**Programming Languages:** Assembly language, Procedural languages, Non-procedural languages, Natural Programming Languages, Visual Programming Languages, Hyper Text Markup Language, Modeling Language, Object-Oriented Programming Languages.

#### **UNIT – IV**

**Telecommunications and Networks:** Introduction, Analog and Digital Signals. Modulation – Need for Modulations, Types of Modulations. Modems

The Tele Communication System: Communication Processors: Modem, Multiplexers, Front-end Processor.

Communication Media & Channels: Cable Media, Broadcast Media Channels. Twisted Pair, Coaxial Cable, Fiber-Optic Cable, Micro-wave, Satellite, Radio, Cellular Radio, Infrared Global Positioning Systems

Networks: Local Area Networks, LAN Topologies, Wide Area Networks (WAN) – Value Added Networks (VAN) – Virtual Private Networks (VPN)

The Internet, Intranets and Extranets: The Evolution of the Internet, Services provided by the Internet, World Wide Web: Intranets & Extranets.

#### **UNIT – V**

**New Technologies in Information Technology:** Introduction to Hyper Media, Artificial Intelligence and Business Intelligence, Knowledge Discovery in Database: (KDD). Data Warehouses and Data Marts. Data Mining and On-line Analytical Processing (OLAP) – Enterprise Resource Planning (ERP) – Supply Chain Management (SCM) – Customer Relationship Management (CRM) – Geographic Information Systems.

#### **RECOMMENDED BOOKS:**

- 1) Ms. J. J. L. R. Bharathi Devi, M.Com., MBA., MCA., M.Phil (Computers), M.Phil. (Management) A Text Book on Information Technology, Maruthi Book Depot, Guntur.
- 2) N. V. N. Chary & Lalitha S., Fundamentals of Information Technology, Kalyani Publishers, Hyderabad.

- 3) Turban, Rainer, Potter "Introduction to Information Technology", Wiley India [2<sup>nd</sup> Edition]
- 4) Alexi's Leon and Mathews Leon, Fundamentals of Information Technology, Leon Press [2<sup>nd</sup> Edition]

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Marks Max.  
: 75

**SECTION – A**

**Answer any Five question of the following.**

**5 x 5 = 25 Marks**

- 1) Explain basic concepts of Information Systems.
- 2) Classification of Digital Computer Systems.
- 3) How are secondary storage devices classified?
- 4) What are the different types of printers?
- 5) Explain the features and capabilities of a word processor.
- 6) Classify the major types of networks.
- 7) Explain how extranets are used by business.
- 8) What are the characteristics of Hyper Media?

**SECTION – B**

**Answer the following questions:**

**5 x 10 = 50 Marks**

- 9) Describe the hierarchical structure of an organization.  
(OR)  
Describe the features and capabilities of fifth generation computers.
- 10) What is a CPU and explain how it works?  
(OR)  
What are the different kinds of input devices?
- 11) What are the different types of software?  
(OR)  
Explain the features, characteristics, and capabilities of a spreadsheet.
- 12) Describe the components of a telecommunications system.  
(OR)  
Describe the capabilities that the Internet offers to users.
- 13) What is Knowledge Discovery? Why is Knowledge Discovery important?  
(OR)  
What are the benefits of OLAP?

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