FACULTY OF SCIENCE

SYLLABI

FOR

MBACIT (SEMESTER SYSTEM)

EXAMINATIONS 2015 - 2016

Note: Change subject syllabi in Part – I & Part – II are divided into 4 units. (Unit – I, II, III, IV ) Semester – I to Semester - IV. (CD attached)
## MBACIT COURSE DETAILS FOR THE EXAMINATIONS OF 2015-2016

<table>
<thead>
<tr>
<th>Area</th>
<th>Subject Code</th>
<th>Subject Name</th>
<th>Internal Marks</th>
<th>External Marks</th>
<th>Total Marks</th>
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Note: A team of two examiners will evaluate the project report in the Semester-II and for research project in semester –IV. There will be one external and one internal examiner. The Panjab University will appoint external examiners for the evaluation.

* All the students will be given research project in the beginning of the third semester, the report of which have to submit by the end of fourth semester.
MASTER BUSINESS ADMINISTRATION, COMMERCE AND INFORMATION TECHNOLOGY

SEMESTER – I

MBT 101 – FINANCIAL MANAGEMENT AND FINANCIAL SERVICES

Time : 03 hours Max. Marks : 100
Internal : 20
External : 80

Note :
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT – I

UNIT – II
Sources of financing. Working capital: concept, factor effecting working capital requirements, determining requirement of working capital. Capital structure: Determinants, Capital structure theories and cost of capital.

UNIT – III
Financial Services: Meaning, types and their importance. Merchant Banking: Origin and development of merchant banking in India, Scope, guidelines of SEBI with respect to merchant bankers.

UNIT – IV
Mutual Funds: Concept, origin, growth and types of mutual funds. Leasing: Concept and development of leasing business. Difference between leasing and hire purchase, advantages of lessee and lessee.

References:
1. Financial Management – I.M. Pande
2. Financial Management – Khan and Jain
3. Financial Management – Parsana Chandra
5. Financial Management – P. V. Kulkarni
6. Merchant Banking and financial services- Lalit K. Bansal
7. Financial services – M.Y. Khan
MBT 102 - MANAGEMENT FOR ORGANIZATIONS

Time : 03 hours
Max. Marks :100
Internal : 20
External : 80

Note :
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT- I

Management: Definition, Nature, Purposes and Scope of Management, Principles of Management, functions of a manager, ethics in management and social responsibility of manager

Planning: Types of plans, process of planning, objective, setting of objective, concept and process of managing by objective. Nature and purposes of strategies and policies. Strategic planning process, SWOT analysis.

UNIT- II

Decision Making : Importance- and steps in decision making, traditional approaches to decision making, decision making under certainty, programmed decisions, introduction to decision making under uncertainty, non programmed decisions, tree, group aided decisions, brain storming.

Organizing: Concept of organization, process of organizing, principles, features, delegation centralization, de-centralization, departmentalization and span of management.

UNIT- III

Communication, its meaning, process, types, barriers and solutions.

Motivation: Meaning, importance, and theories.

Leadership: Meaning, importance and style of leadership

UNIT- IV

Co-ordination: Concept and importance of coordination, factors which make coordination difficult, techniques or methods to ensure effective coordination.

Controlling: Concept and Importance of control, process of control, traditional and modern techniques of control.

References
1. Essentials of Management – Koontz O Donnel
2. Principles and practices of management- YK Bhushan
3. Principles and practices of management – L.M . Parsad
4. Principles and practices of management –Robins
5. Fundamentals of management – terry and Franklin
UNIT – I


Basic Computer Organization : Input Unit ; Output Unit; Storage Unit; Arithmetic Logic Unit; Control Unit; Central Processing Unit ; The System Concept.

Number Systems: Non – Positional Number Systems; Positional Number Systems (Binary Number System, Octal Number System, Hexadecimal Number System); Converting One number System to Another (Converting to Decimal from Another Base, Converting from Decimal to Another Base (Division- Remainder Technique ), Converting from a Base Other Than 10 to a Base Other Than 10, Shortcut Method for Binary to Octal Conversion, Shortcut Method for Octal to Binary Conversion, Shortcut Method for Binary to Hexadecimal Conversion, Shortcut Method for Hexadecimal to Binary Conversion);

Processor and Memory : The Central Processing Unit (CPU) ( The Control Unit, The Arithmetic Logic Unit (ALU), Instruction set , Registers, Processor Speed, Types of Processors); The Main Memory, (Storage Evaluation Criteria, Main Memory Organization, Main Memory Capacity, RAM, ROM, PROM and EPROM, Cache Memory).

Classification of Computers : Notebook Computers. Personal Computers (PCs); Workstation; Mainframe Systems; Supercomputers; Clients and Servers.
UNIT – II

Secondary Storage Devices: Sequential and Direct-Access Devices; Magnetic Tape (Basic Principles of Operation, Types of Magnetic Tapes, Advantages and Limitations of Magnetic Tapes, Uses of Magnetic Disks); Optical Disk (Basic Principles of Operation, Types of Optical Disks, Advantages and Limitations of Optical Disks, Uses of Optical Disks); Mass Storage Devices (Disk Array, Automated Tape Library, CD-ROM Jukebox); Storage Hierarchy.


Computer Languages: Analogy With Natural Languages; Machine Language (Advantages and Limitations of Machine Language); Assembly Language (Assembler, Advantages of Assembly Language over Machine Language, Limitations of Assembly Language, Assembly Languages with Macro Instructions); High-Level Language (Compiler, Linker, Interpreter, Advantages and Limitations of High-Level Languages); Object-oriented Programming Languages; Some High-Level Languages (FORTRAN, COBOL, BASIC, Pascal).

The Internet: Definition (What it is?); Brief History; It's Basic Services (Electronic Mail, File Transfer Protocol, Telnet, Usenet News, The World Wide Web); WWW Browsers; Uses of the Internet.

UNIT – III

Microsoft Office: Introduction; Microsoft Word; Microsoft Excel; Microsoft Access; Microsoft PowerPoint; Microsoft Outlook; Internet explorer 5.0; Microsoft FrontPage; Microsoft Publisher; Microsoft PhotoDraw; Microsoft Office Bar; Using the Mouse (To Click, To double-click, To select, To drag, To scroll, To choose from a menu, To move a window, To resize a window, To minimize a window, To restore a minimized window, To maximize a window, To switch windows, to close a window, Remember); Microsoft Office and Web (Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft PowerPoint, Microsoft Outlook, Microsoft FrontPage); Common Keyboard Commands.

Creating Your Document in Word: Introduction; Saving the file; Formatting the text, Alignment of text; Applying Fonts; Spell Checking; Consulting Thesaurus; Assign; Character Styles (Assign a Character Style, Create a character style); Borders and Shading (Apply Borders and Shading); Closing of the File; Save as option; Open File (From File menu, From Open Icon); Printing Your Document.
Proofing Your Document in Word: Introduction; Editing Tools; AutoCorrect (Add AutoCorrect Entries Without Formatting, Add New AutoCorrect Entries with Formatting); Auto Text (Creating and Auto Text Entry, AutoComplete Option); AutoFormat (AutoFormat as You Type, AutoFormat on Command, Auto Formatting Text); Find and Replace; Find; Replace Text; Page Numbering; Header and footer (Adding a Header or Footer in Your Document); Footnotes and Endnotes (Add a Footnote or Endnote).

UNIT – IV

Creating a Worksheet in Excel: Introduction; Copying Formula.

Advanced Techniques of Excel: Introduction; Auditing a Workbook (to Trace the Precedents for a Formula); Comment Inserting (To Insert a Comment); Formulas That Make Decisions (How the If function works); Header and Footers; Merging Workbooks (To merge workbooks); Outlines (Outline a Worksheet Automatically, Clear Entire Outline, Show or Hide Outline Symbols, Group rows or Columns in an Outline, Ungroup Rows or Columns in an Outline, Remove Group from Outline, Set Outline options); Printing Column and Row Labels on Every Page; protection of a workbook, to share a workbook; Ranges, Naming (To name a range); References (Absolute references, Mixed references); Seeking Goals (to seek a goal); Sheets Naming (To Name a Sheet); Working with Workbooks (Copying Entries Between Workbooks, Moving Sheets Between Workbooks, Deleting Sheets).

Power Point: Creating Presentation Using AutoContent Wizard, Creating New Presentation, Creating Presentation from Template Changing views.

References

1. Computer Today- SK Basandra
2. Computer Fundamental- PK Sinha
3. Introduction to software – RK Taksali
**MBT 104 – C PROGRAMMING LANGUAGE**

Time : 03 hours  
Max Marks : 100  
Internal : 20  
External : 80

**Note :**
(i) The Question paper will consist of four units.  
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.  
(iii) The students are required to attempt one question from each unit and the compulsory question.  
(iv) All questions carry equal marks.

**UNIT - I**

Problem Solving with Computers: Algorithms, and Flowcharts. C Language: Structure of a C program: Various data types (int, float, char, double, void); Constants and variables, variable declarations (integer, float, character); Constants; Operators and Expressions.

**UNIT - II**

Control constructs: if – then, for, while; Arrays; Arrays declarations, one and two dimensional arrays; Functions- Fundamentals, General Form, function arguments, Return value, exit() function and Recursion.

**UNIT - III**

Basic I/O : Formatted Input/Output, Unformatted Input/Output; Program Design Examples; Type modifiers and storage class specifies for data types, Bit operator,? Operator, & operator, * operator, Type casting, Type conversion; Advanced Programming Techniques; Control Constructs: do while , switch statements, break and continue.

**UNIT - IV**

Dynamic Data Structure in C : Pointer, Pointer Expression, Pointer arithmetic, The dynamic Allocation functions malloc and calloc, Structure: Basics of Structures, Declaration of structure, Array of Structure, Passing structure to functions, Arrays and structures, Unions; Declaration , Uses , Enumerated data types, type def, File Handling in C.

**References**

1. The C Programming Language : Kernighang & Ritchie  
2. C Programming Language : Schaum  
3. Let us C : Yashwant Kanatke  
4. C Programming : E Blaguruswamy
**MBT 105 – WEB TECHNOLOGIES**

**Time : 03 hours**

**Max. Marks :** 100
- **Internal :** 20
- **External :** 80

**Note :**
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(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

**UNIT - I**


Internet Technology : Modem, Internet Addressing, Physical Connections, Telephone Lines. INTERNET BROWSERS (Internet Explorer, Netscape Navigator).

**UNIT - II**

INTRODUCTION TO HTML: Designing a Home Page, History of HTML, HTML Generations, HTML Documents, Anchor Tag, Hyper Links, HEAD AND BODY SECTIONS: Header Section, Title Prologue, Links, Colorful Web Page, Comment Lines.

DESIGNING THE BODY SECTION: Heading Printing, Aligning the Headings, Horizontal /rule, Paragraph, Tab Setting, Images and Pictures, Embedding PNG format images.

**UNIT - III**

ORDERED AND UNORDERED LISTS:
Lists, Unordered Lists, Headings in a List, Ordered Lists, Nested Lists.

TABLE HANDLING: Tables, Table creation in HTML, Width of the Table and cells, cells spanning multiple row/columns, coloring cells, column specification.

DHTML AND STYLE SHEETS: Defining styles, Elements of styles, linking a style sheet to an HTML Documents, In-Line Styles, External styles sheets, Internal style sheets, Multiple Styles.
UNIT - IV

FRAMES: Frameset Definition, Frame Definition, Nested Framesets etc.
FORMS: Action Attributes, Method Attribute, Encrypt Attribute, Drop Down List, Sample Forms.

References:

1 Web, HTML, DHTML, Java Script- Ivan Bayross
2 HTML Black Book – Steven Holzner

MBT 107- COMPUTER WORKSHOP

MAX. MARKS : 50

UNIT – I

RATIONALE
The course aims at making the students familiar with various parts of computers and different types of peripherals. In addition, the course will provide the students with necessary knowledge and skills in computer software installation and maintenance and make him/her diagnose software faults.

DETAILED CONTENTS

1) Familiarization with various components and parts of personal computers, mother board details, hard disk drive, floppy disk drive, CD Rom drive, DVD, keyboard, display devices, various chips (memory chips and CPU); serial and parallel ports, USB port
2) Installation of various operating systems, UNIX, LINUX, Windows NT, Windows 98, 2000 and XP. Familiarization of their features with practical demonstrations. Changing settings.
3) Installation of different softwares and device drivers

UNIT-II

4) Virus detection, prevention and cure. Use of PC tools. Learning about various types of viruses such as boot sector virus, file virus, partition table viruses and their cure.
5) Hard disk access modes: LBA, ATA, Normal, FAT, NTFS, Partitioning hard disk and loading multiple operating systems.
6) Installation of printers and scanners
7) Installation of modem and starting a new internet connection in stand alone Computer.
INSTRUCTIONAL STRATEGY

As the subject is practical oriented, sufficient exercise on assembling and disassembling of computer system should be given. Exercises for repair and fault finding of peripheral devices like printers, display devices, disk drive should be given to the students. Field visits to the places where assembly of computers is taking place will be helpful to the students. Visits to the manufacturing units of CVT and UPS will also be helpful to the students.

RECOMMENDED BOOKS

1) PC Upgrade of Maintenance Guide 8th Edition by Mark Minasi, BPB Publication
2) Hardware Bible by Winn Rosch, Techmedia Publications
3) IBM PC and Clones by Govind Rajaluu Tata McGraw Hill
SEMESTER II

MBT 201 - BUSINESS STATISTICS AND OPERATION RESEARCH

Time : 03 hours
Max. Marks : 100
Internal : 20
External : 80

Note :
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit
and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the
compulsory question.
(iv) All questions carry equal marks.

UNIT - I

Business Statistics: Definition, Use and limitations, data collection, various sources of
data collection.
Methods of Data Collection: Questionnaire, schedule interview and observation method,
classification and tabulation data.

UNIT - II

Sampling: Meaning, importance and limitation, various techniques and sampling
decisions. Measures of Central Tendency mean, median, mode, Measures of dispersion,
co-relation, Skewness, Kurtoses

UNIT - III

Operation Research: Meaning/scope and managerial Decision making in OR.
OR Models: Principles and types.

UNIT - IV

Linear programming, problem formulation graphical /simplex, duality/sensitivity
analysis.
PERT-CPM, Game theory.

References:

2. Operation Research – SD Sharma, Kedar Nath Ram
3. Operation Research – V.K. Kapoor
4. Statistical Methods – SP Gupta
5. Introduction to OR- Hiller and Lieberman.
MBT 202: FUNCTIONAL MANAGEMENT AND BUSINESS LEGAL ENVIRONMENT

Time : 3 Hours       Max. Marks : 100
Internal : 20
External : 80

Note :
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT - I

Human resource Management: meaning, significance scope & functions, manpower planning, recruitment selection, training wages and salary administration, performance appraisal.

UNIT – II

Production Management : functions, production planning and control, quality control, TQM. Marketing Management: concept of marketing functions, marketing research, advertising and salesmanship.

UNIT - III


UNIT – IV

Consumer protection act (1986); salient features, definition of consumer, grievance handling.
Company law; meaning, feature, types, promotion, registration, nenorandum of association, articles of association, prospectus, shares and share capital. Director meetings including board meetings.

References:
6. Marketing Management- Philip Kotler
7. Production and Operation Management – Adam & Ebert.
NOTE:
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT -I

Concept of Entrepreneurship: Definition, nature, need, scope, philosophy and characteristics of entrepreneurship, leadership, risk taking decision making and business planning. Emergence of entrepreneurial class including women entrepreneurs.

UNIT –II


UNIT -III

Small business as a seed bed of entrepreneurship. Concept of business venture. The startup process. Concept, plan, implementation, initial strategic planning, product and marketing scope, risk analysis, profit planning in small enterprises. Role of the small business in the national economy.

UNIT -IV

Finance management in current operation and expansion of capital. National policies for small business development, Small industrial development organization (SIDO), National Small Industries Corporation (NSIC), Commission for industrial cooperative, Specialized institution for training and development.

References:
1. Entrepreneurship and Economic Development – Peter Kilby
2. Innovation in Entrepreneurship – Peter, F. Drucker
3. Environment & Entrepreneurship – B.C. Tandon
4. Organization and Management of small-scale industries – V. Desai
5. Small scale Enterprises in industrial development – K.B. Suri
MBT 204: DATA COMMUNICATION AND NETWORKS

Time : 3 Hours
Max. Marks : 100
Internal : 20
External : 80

Note:
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT - I


UNIT - II


UNIT - III

Network Layer: Design Issue, Routing Algorithm, Shortest Path Routing, Flooding, conversion control.

UNIT – IV

Application Layer: Network Security & Privacy, Data Compression, Electronic Mail, The WWW.

References:

MBT 205: VISUAL BASIC

Time : 3 Hours  
Max. Marks : 50
Internal : 10
External : 40

Note :
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT - I

Introduction to Visual Basic: The Visual Basic Program Development Process; The Visual Basic Environment; Opening a Visual Basic Project, Saving a Visual Basic Project; Running a Visual Basic Project;

Visual Basic Fundamentals: Numeric Constants; String Constants; Variables; Data Types and Data Declaration; Operators and Expressions; Hierarchy of Operations; String Expressions; Library functions, Branching and Looping Statements; Relational Operators and Logical Expressions; Logical Operators; Branching with the if – Then Block; Branching with if – Then – Else Blocks; Selection; Select – case; Looping with for- Next; Looping with Do – Loop; Looping with While- Wend.

UNIT - II

Visual Basic Control Fundamentals: Visual Basic Control Tools; Control Tool Categories; Working with controls; Naming Forms and Controls: Assigning Property Values to Forms and Controls; Executing Commands (Event Procedure and Command Buttons); Display Output Data (Labels and Textboxes); Entering Input data (Test Boxes); selecting Multiple Feature (Check Boxes); select in Exclusive Alternatives (Option Button and Frames); Assigning properties Collectively (The with Block); Generating Error Messages (The MsgBox Function), Creating Times Events; Scrollbars;

UNIT - III

ActiveX Controls: Creating an ActiveX Control, Benefits of ActiveX Control; Adding Properties; Methods and Events of the Control; Managing and Distribution of the Control; Built-in-ActiveX Controls.
UNIT - IV

ActiveX EXE and ActiveX DLL: Introduction to ActiveX DLL and EXE; Creating ActiveX EXE Component; Creating ActiveX DLL Component.

References:
1. Visual Basic Secrets : Harold Davis
2. Mastering VB 6.0 – Evangelos, Petroutsor
3. Visual Basic from the Ground up: Cornel Gary.
4. Visual Basic 6 how to : Brierley. E.

MBT 206: RDBMS WITH ORACLE

Time : 3 Hours       Max. Marks : 100
Internal : 20
External : 80

Note :
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT - I

An Overview of DBMS Architecture: Introduction to Database Management systems; Data Model; Database System Architecture; Relational Database Management system; Candidate key and primary key in a Relational Database Management systems; Candidate key and Primary Key in a Relation; Foreign Keys; Relational Operators; Set Operations on Relations; Attribute domains and their implementation. The Normalization process: Introduction; first normal form; data anomalies in INF Relations; Partial Dependencies; Second Normal Form; data Anomalies in 2NF Relations; Transitive Dependencies; Third Normal Form; data anomalies in 3 NF Relations. Transitive Dependencies; third Normal Form; data anomalies in 3NF Relations;

UNIT – II

The Entity Relationship Model: The Entity Relationship Model; Entities & Attributes; Relationships; One to One Relationships; Many–to-one Relationships; Normalizing the Model; Table instance charts. Interactive SQL: SQL commands; Data Definition Language Commands; Data Manipulation Language Commands; The Data types a cell can hold; insertion of data into the tables; Viewing of data into the tables; Deletion operations; updating the contents of the table; modifying the structure of the table;
renaming table; destroying tables; Data Constraints; Type of Data Constraint; Column Level Constraint; Table Level Constraint; Null value concepts; The UNIQUE Constraint; The PRIMARY Constraint; The FOREIGN key Constraint; The CHECK Constraint; Viewing the User Constraint.

**UNIT - III**

Viewing The Data: Computations on Table Data; Arithmetic Operators; Logical Operators; Comparison Operators; Range Searching : Pattern Searching ; ORACLE FUNCTIONS; Number Functions; Group Functions; Scalar Functions; Data Conversion Functions; Manipulating Dates in SQL; Character Functions; Sub queries and Joins: Joins; Equi Joins; Non Equi Joins; Self Joins; Outer Joins; Sub Queries ; Correlated Queries; Using Set Operators: Union, Intersect, Minus.

**UNIT – IV**

Views and Indexes: Definition and Advantages Views; Creating and Altering Views; Using Views; Indexed Views; Partitional views; Definition and Advantages of Indexes; Composite Index and Unique Indexes; Accessing Data with and without Indexes; Creating Indexes and Statistics. Introduction to PL/SQL : Advantage of PL/SQL; The Generic PL/SQL Block; The Declaration Section; The Begin Section; The End Section; The Character set; Literals; PL/SQL Data types: Variables; Constants; Logical Comparison: Conditional Control in PL/SQL; Iterative Control;

**References:**

1. Oracle Complete Reference
SEMESTER III

MBT 301- COST ANALYSIS AND CONTROL

Time : 3 Hours       Max. Marks : 100
Internal : 20
External : 80

Note :
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

Objective: The purpose of this course is to provide necessary information for cost ascertainment, cost analysis and cost control at various levels of management to equip managers to discharge the functions efficiently.

UNIT - I

Cost accounting: meaning, difference between cost accounting and financial accounting, importance and limitations.
Classification of costs, Elements of costs: material, labour and overhead costs

UNIT - II

Methods of costing introduction to unit, output, contract, process cost.

UNIT - III


UNIT - IV

Responsibility accounting.
Standard costing, marginal costing and breakeven analysis.

References:
2. Cost accounting – N.K. Parsad
MBT 302- MANAGERIAL ECONOMICS

Time : 3 Hours
Max. Marks : 100
Internal : 20
External : 80

Note :
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

Objective: Managerial economics put on a professional pedestal and emphasizes the use of economic principles in management at the empirical level.

UNIT – I

Introduction and scope of managerial economics and other disciplines, Basis economic concepts in decision making, distinction between micro and macroeconomics
Demand analysis: individual and market demand, law of demand determinants of demand, elasticity, demand forecasting

UNIT - II

Price determination under different market conditions, characteristics of different market structures, price determination and firm equilibrium in short run and long run under perfect competition, monopolistic competition.

UNIT - III

National income analysis: Techniques of social accounting, theories of income output, classical Keynesian theory, methods of calculating national income

UNIT - IV

Macro economics policy-monetary and fiscal
Theory of inflation: causes of inflation and control of inflation

References:
1. Managerial Economics- Mote, Paul Gupta(Tata Mc-graw Hill)
2. Managerial Economics- D.N dwivedi (Vikas publ.)
3. Managerial Economics- H.C Peterson,W.c.lewis(prentice Hall India)
4. Managerial Economics- D.M. Mithani(Himalayas publ.)
5. Macro economics theory and policy - H.I. Ahuja (S. Chand Publ.)
MBT 303: MARKETING RESEARCH AND CONSUMER BEHAVIOUR

Time : 3 Hours
Max. Marks : 50
Internal : 10
External : 40

Note:
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

Objective: The focus is to make an understanding of the fundamental marketing research concepts and to make student aware about the consumer behaviour.

UNIT - I
Basic concept of marketing research Introduction, Definition, nature and scope of marketing, decision making, marketing research, organization of marketing research. Marketing research scenario in the Indian corporate sector.

UNIT - II
Research Design: Exploratory, descriptive time and experimental designs. Methods of data collection, searching techniques and questionnaire design.

Application of marketing research: Sales analysis, market potential analysis, sales forecasting market segmentation.

UNIT - III
Consumer behavior: Scope importance and interdisciplinary nature. Consumer behavior and marketing strategy. Consumer motivation. Consumer research process, qualitative and quantitative research.

UNIT - IV
Rational versus emotional buying motives. Influence of reference group: Friendship work, celebrity and family. Impact of social class, culture, sub-culture and cross-culture on consumer behavior.

References:
1. Marketing Research : Naresh Malhotra.
3. Marketing Research : Tull and Hawkins
4. Marketing Research : G.S. Berry
5. Modern Marketing Research : Mishra
7. Consumer Behavior : Laudon /Bitla
MBT-304 – MULTIMEDIA TECHNIQUE AND APPLICATIONS

Time : 3 Hours

Max. Marks : 100
Internal : 20
External : 80

Note :
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT - I


UNIT - II

Photoshop: New Features of Photoshop; Enhanced File Browser; Easily customize your keyboard shortcuts; Quickly create, view and edit custom file information; Create slide shows and PDF presentations; collaborate with web photo galleries; Track your editing history; Easily access and use multiple filters; Use enhanced scripting; Customize the help menu; How to create Web Images; How to Customize and Automate; How to fix and enhance Photos; How to Paint and Draw; How to Prepare Art for Other Applications; How to Print Photos; How to work with Color; How to Work with Layers and Selections.

UNIT - III

Tools of Photoshop: Using Tools; Marquee Tool; Lasso Tool; Cropping Tool; The Airbrush Tool; Clone Stamp Tool; Eraser Tools; Blur and Sharpen Tool; Path Component Selection Tool; Pen Tool; Notes Tool; Hand Tool; Move Tool; Magic Wand Tool; Slice Tool; Paintbrush Tool; History Brush Tool; Paint Bucket Tool; Dodge Tool; type Tool; Rectangular Tool; Eyedropper Tool Zoom Tool; Healing Brush Tool, Paints and Colors in Photoshop Use of Paints. Color Tools; Color Picker; the Color Palette; the Swatches palette; Adding New Color; Saving Foreground as a Swatch.

UNIT - IV

Blending Modes; Normal Dissolve ; Multiplying ; Behind ; Screen; Overlay; Hard light; soft light; Darken; Color Dodge; color Burn; Lighten; Exclusion; Difference; Hue Saturation ; color ; Luminosity ; Smudges; focus tools; Toning Tools, dodge and Burn
Lighten; Exclusion; Difference; Hue Saturation; color; Luminosity; Smudges; focus tools; Toning Tools, dodge and Burn Tools; Sponge Tools; Different Media; Text Layers and Masks in Photoshop Adding Text to Image; Layers Effect; Glows Effect; Bevel and Emboss; Using Layers and masks; layers; Creating a New layer; Hiding and Showing of Layers; Working with Multiple Layers; Merging Layers; Layer Effects ; Masks; Quick Mask ; Adding Mask to the Layer; Editing Layer Masks; Removing Layer Mask Special Effects in Photoshop Applying Radial Blur; Adding Noise Texture; Creating Halftone Pattern;

References:
1. Multi Media making it works: Tay Baughan
2. Learn Photoshop 5.5 : Ramesh Bagia
3. Multi Media on PC - Sinclair

MBT 305: E-COMMERCE

Time : 3 Hours
Max. Marks : 50
Internal : 10
External : 40

Note:
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT - I

Electronic Commerce Fundamentals: Introduction to E-Commerce and its advantages and disadvantages; Traditional Vs-E-commerce; Growth of E-commerce in India vis-a-vis Other Nations; Prospects and limitations in the growth of E-commerce in Indian context.

UNIT - II

E-commerce Framework; The anatomy of E-commerce applications; E-Commerce consumers & Organizations Applications, payment methods.

UNIT - III

Issues – In E-Commerce : the legal and policy environment of E-Commerce ; Intellectual Property, advertising and consumer protection; Copy right law; Patent Law.
UNIT - IV

Network Security and Firewalls; Client-Server Network security Treats; Data and Message Security ; Encrypted Documents and E-mails; Principles of digital cryptography; symmetric and Asymmetric Cryptosystems; Cryptographic standards e.g. Data Encryption Standards (DES); Digital signature; Public Key Certificate.

References:

MBT-306 – NETWORK OPERATING SYSTEM WITH LINUX

Max. Marks : 100
Internal        :  20
External       : 80

Time    : 3 Hours

Note :
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT - I

Introduction: Introduction, Comparison with other operating systems.
Linux commands and Filters: Mkdir, CD, rmdir, pwd, ls, who, whoami, cat, more, tail, head, mv, chmod, grep, wc, comm., split, sort, diff, kill, write, merge, mail, news.

UNIT - II

Linux file Structure: Linux files, file structure, listing, displaying and printing files, managing directories, file and directory operations.
UNIT - III
Vi Editor and shell programming: Vi editing commands, advanced Vi editing commands, line editing commands, options in Vi, Simple shell programming examples. System Administration Configuration of Linux: system management, managing users, installing and managing devices, floppy disk management, file system administration, backups.

UNIT - IV

References:
3. Unix, TMH, Publication Sumitabha Das.

MBT-308 – WORKSHOP ON RETAIL AND RURAL MARKETING

Max. Marks : 50

UNIT-I
Retailing: Meaning, retails planning, Location, in-house branding v/s multi branding strategy, Issue and challenges.
Retail chain management- issues, challenges, advantages.
Merchandising: Multi Branding vs Exclusive space management, Role of IT and IT decisions. Relationship marketing.

UNIT-II
Rural Marketing –: definition, nature, scope and importance, size structure of rural markets, factors effecting rural market.
Market strategies, Tacts with references to rural markets, role of govt. & NGO in rural marketing.
Problems in rural marketing.
consumer education, consumer movement in rural India.

References:
1. Sales Management – Cundiff, govoni & Still.
2. Selling & Sales – David Jobber & Geooff Lancaster.
3. Rural marketing – Sukhpal singh
SEMESTER-IV

MBT 401 - BANKING AND INSURANCE

Time : 3 Hours
Max. Marks : 100
Internal : 20
external : 80

Note :
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT- I

Introduction : Nature of banking system in India, Types of banks, functions of banks, role of commercial banks in the development of the economy.

UNIT- II

Services provided by banking : Deposit, loans and advances, discounting of bills, letter of credit. Central bank : Their role, objective and functions.
Management of banking services : Spread management, risk management, objective and scope of assets liability management.

UNIT- III

Definition and nature of insurance, evaluation of insurance, role and importance of insurance principles. Salient features of IRDA Act 1999.

UNIT- IV

Insurance regulatory and development Authority : Duties, powers and functions of the authority. Attitude towards insurance cover, progress in privatization of insurance sector.

References:
1. Insurance principles and practices –R.S. Sharma
2. Organisation of India Insurance – S.P. Sharma
3. Insurance principles and practices –N.N. Mishra
4. Banking Law and practice – H.L. Tandon
5. Banking Law and practice –P.N. Varshney
6. Managing Indian Banks – Joshi
7. Banking sector management- N.K Singh
MBT402 – STRATEGIC MANAGEMENT

Time : 03 hours       Max. Marks : 100
Internal       : 20
External      : 80

Note :
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT – I

UNIT – II
Internal Environment Appraisal- the internal environment, organizational capabilities, various functional areas and a companies strategic advantage profile. Methods and techniques for organization appraisal (value chain analysis, financial and non financial Analysis, historical analysis, industry standards and benchmarking, balance scorecard and Key factor rating). Identification of critical success factors.

UNIT – III
Corporate level strategies- stability, expansion, retrenchment and combination strategies concept of synergy. Business level strategies porter’s framework of competitive strategies, conditions, risks and benefits of cost leadership, differentiation and focus strategies. Concept, importance, building and use of core competencies.

UNIT – IV
Strategic and portfolio analysis (BCG, CE Nine cell, Hofer product market evolution and shell directional policy matrix)Industry level analysis, porters five forces model. Qualitative factors in strategic choice Strategic implementation : Resource allocation, projects and procedural issues, organization structure and systems in strategy implementation, leadership and corporate culture, values, ethics, strategic control and operational control, techniques of strategic evaluation.
**References:**

4. Strategic Management – pears and robison – AITBS
5. Strategic Management – Wheelen ND hungee

**MBT 403 – INDIRECT TAX LAWS**

Time : 03 hours  
Max. Marks : 50  
Internal : 10  
External : 40

**Note:**
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

**UNIT – I**

Central Sales Tax – Features, Terms, definitions, registration of dealers—Procedure of Cancellation & Duplication of registration, Procedure of assessment, filling of returns, Use of various forms, authorities, Penalties and Appeals, Branch & Consignment transfers.

**UNIT – II**

Custom Act 1962 – An overview, Levy, Collection & Exemption from customs duties, Determination of date of duty & Tariff valuation, Prohibitions/restrictions on import & Export.

**UNIT – III**

Introduction to value added tax (VAT) Act 2005 – Concept, Features, Registration, Taxable & Exempt supplies, TIN, VAT Bill, Tax credit, Procedure of assessment, Filling of VAT Returns, Penalties & Fines under VAT.

**UNIT – IV**


**References:**

1. Indirect Taxes: VS Datey & V Balachandren
2. How to deal with VAT : Kulbhushan, Parson Education , 2005
MBT 404- .NET TECHNOLOGY

Time : 03 hours       Max. Marks : 100
Internal : 20
External : 80

Note :
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT - I

.NET—evolution : Need and perspective in current scenario, net framework overview, structural diagram, NET framework Base classes : User and program interfaces, windows forms, web forms, console applications.

UNIT - II

XML: Overview of XML, use of XML, integrity of XML with databases, XML as the .NET Meta language.

UNIT - III

Visual Studio .NET : Common IDE for all languages, the common language specification, all net languages, management of multiple languages, projects
Difference between Visual basic, C++ and C#: overview of C#, data types in C#, control flow statements in C#, C# classes.

UNIT - IV

Anatomy of .NET Applications: Assembly, module, type, custom types, metadata and managed data.
Introduction to visual basic. NET.

References:
1    Introducing NET by James Conard , Patrick Rengiller, Birn Eranics, Jay Elunn Wron Publication
2    Microsoft Visual C# Net Step- by sharp and jagger, PHI
3    Introducing Microsoft Net, 3rd Edition by Platt, PHI
4    Visual Basic. Net by Tony gaddis, Scott Jones Publishers
MKT 405 MANAGEMENT INFORMATION SYSTEM

Time : 03 hours  
Max. Marks : 100  
Internal : 20  
External : 80

Note:
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT - I


UNIT - II

UNIT - III


System Analysis: Introduction; Requirement Determination (Understand the Process, Identify Data Used and Information Generated, Determine Frequency, Timing and Volume, Know the Performance Control); Strategies for requirement Determination (Interview, Questionnaire, Record Review, Observation); Structured Analysis Tools (Data Flow Diagram, Data Dictionary, Decision Tree and Structured English, Decision Table).

UNIT - IV

System Design: Design objectives; Conceptual Design (Define Problem, Set System Objectives, Identify constraints, determine information needs, determine information sources, develop various designs, documentation of the conceptual design, report preparation); Design Methods; Detailed System Design (Project Planning and Control, involvement of user, detailed sub-system definition, output/input design, feedback from the user, database design, procedure design, design documentation).


References:

1. Management information System Suresh K. Basandra
2. Management information System W.S. Jawadekar
3. Management information System Gorden B. Davis, Margrethe H.Olson
4. Management information System Robert Schultheis, Mary Summer
   The Manager’s View
5. Management information System S. Sadagopan
MBT 406 – SOFTWARE ENGINEERING

Time : 03 hours

Max. Marks : 50
Internal : 10
External : 40

Note :
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT - I

Evolution and impact: Evolution of an Art to an Engineering Discipline; a Solution to the Software Crisis, Programs Vs Software Engineering; Emergence of Software Engineering Software Life Cycle Models:

Why use a Life Cycle Model? Classical Waterfall Model; Iterative waterfall Model; Prototyping Model; Evolutionary Model; Spiral Model;

Software Project Management: Responsibilities of a Software Project Manager; Project Planning; Metrics for Project Size Estimation; Project Estimation Techniques; Cocomo Model; Halstead’ Software science; Staffing Level Estimation; Scheduling; Organization and Team Structures; Staffing; Risk Management;

UNIT - II

Software Configuration Management: Requirement Analysis And specification Requirements gathering and analysis; Software Requirement Specification; formal system development techniques; Axiomatic specification; Algebraic Specification. Software Design: Classification of Cohesiveness; Classification of Coupling; Software design approaches; Function-Oriented Design; Object Oriented Design

UNIT - III

Function oriented Software Design: Structured Analysis; DFDs; primitive Symbols used for Constructing DFDs; developing the DFD Model of a system; Short comings of the DFD Model. Extending DFD Technique to Real Time Systems; Structured Design; Detailed Design;
Coding and Testing: Coding; Coding Review; Testing; Testing in the Large vs. Testing in the small; unit testing; black box Testing; white box testing; debugging; program analysis tools; integration testing; system testing;

**UNIT - IV**

Software Reliability and Quality Management: Software Reliability; Hardware Vs Software Reliability; Reliability Metrics; Reliability Growth Modeling; Statistical Testing; Software Quality; Software Quality Management System;

Software Maintenance: Characteristics of Software Maintenance; Type of Software Maintenance; Characteristics of Software Evolution; Software Reverse Engineering; Software Maintenance Process Models; Estimation of Maintenance Cost

**References**

1. Roger Pressman: Software Engineering
2. R. E. Fairley: Software Engineering Concepts

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