



BBA PROGRAM (4 years Honors)
CBCS - 2020-21

BBA –Digital Marketing



Syllabus and Model Question Papers



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Note: BOS is to provide final soft copy in PDF and word formats and four copies of hard copies in bounded form to the office of Dean Academic affairs.



1. RESOLUTIONS OF THE BOARD OF STUDIES

Meeting held on: 22.01.2021.Time:10 A.M
At: Adikavi Nannaya University , RJY

Agenda:

1. Adoption of revised-common program structure and revising/updating course-wise syllabi(in the prescribed format) as per the guidelines issued by APSCHE.
2. Adoption of regulations on scheme of examination and marks/grading system of the University UG programs.
3. Preparation of Model question papers in prescribed format.
4. Eligibility of student for joining the course
5. Eligibility of faculty for teaching the course
6. List of paper-setters/paper evaluators with phone, email-id in the prescribed format

Members present:

Dr. P.Venkateshwara Rao	Chairman, Dept. of CSE, ANUR.
Dr. N. Udhay Bhasker	Member, Dept. of Commerce & Management Studies, ANUR.
Dr. BVL Naidu	Member, Principal Aditya Degree College, Kakinada
Mr.M. Rama Krishna	Member, Lecturer, Vasavi Degree College, Tadepalligudem.
T.Naga Sumathi Lavanya	Member, Lecturer, Dept. of Management Studies/ Marketing. Dr.CSN Degree & PG College(Aided),Bhimavaram.

Resolutions:

1. Resolved to adopt the revised-common program structure and revising/updating course-wise syllabi (in the prescribed format) as per the guidelines issued by APSCHE.
2. Resolved to adopt the regulations on scheme of examination and marks/grading system of the University UG programs.
3. Resolved to prepare the Model question papers in prescribed format.
4. Resolved the eligibility of student for joining the course
5. Resolved the eligibility of faculty for teaching the course
6. Resolved to give the list of paper-setters/paper evaluators with phone, email-id in the prescribed format



2. DETAILS OF PAPER TITLES & CREDITS
BBA- Digital Marketing-Semester-I

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French/Arabic)	100	25	75	4	3
3.	Life Skills	1.Human Values and Professional Ethics 2.Computer Applications 3.Statistics	50	---	50	2	2
4.	Skill Development Courses	1.secretary ship 2.Insurance Promotion	50	---	50	2	2
5.	DSC 1A	Principles of Management	100	25	75	5	4
6.	DSC 2A	Managerial Economics	100	25	75	5	4
7.	DSC 3A	Fundamentals of Digital Marketing and Digital Markets	100	25	75	5	4
Total			600	125	475	27	22

BBA-Digital Marketing-Semester –II

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French/Arabic)	100	25	75	4	3
3.	Life Skills	1.Indian Culture and Science 2.Information and Communication Technology 3.Entrepreneurship Development (Any 1 of the 3)	50	---	50	2	2
4.	*Skill Development Courses	1.Agricultural Marketing 2.Business Communication(English) 3.Advertising 4.Logistics & Supply Chain	50 50	--- ---	50 50	2 2	2 2
5.	DSC 1B	Accounting for Managers	100	25	75	5	4
6.	DSC 2B	Digital and Social Media Marketing	100	25	75	5	4
7.	DSC 3B	E-commerce	100	25	75	5	4
8.	DSC 4B	Two Months Social Immersion Internship	100	--	--	--	4
Total			750	125	525	29	28



BBA Digital Marketing-Semester-III

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French/Arabic)	100	25	75	4	3
3.	Life Skills	1.Analytical Skills	50	---	50	2	2
		2.Personality Enhancement 3.Health & Hygiene	50	---	50	2	2
4.	Skill Development Courses	Online Business Retailing	50	---	50	2	2
5.	DSC 1C	Organizational Behaviour	100	25	75	5	4
6.	DSC 2C	SEO	100	25	75	5	4
7.	DSC 3C	Financial Management	100	25	75	5	4
Total			650	125	525	29	24

BBA-Digital Marketing-Semester –IV

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.	DSC 1D	Training and Development	100	25	75	5	4
2.	DSC 2D	Business Law	100	25	75	5	4
3.	DSC 3D	Micro,Small,Medium Enterprises Management	100	25	75	5	4
4.	DSC 4D	International Business	100	25	75	5	4
5.	DSC 5D	SEM & Affiliate Marketing	100	25	75	5	4
6.	DSC 6D	Cyber Law	100	25	75	5	4
7.		Corporate Internship	100	---	---	---	4
Total			700	125	450	30	28



ADIKAVI NANNAYA UNIVERSITY :: RAJAHMAHENDRAVARAM
BBA. Digital Marketing Syllabus (w.e.f: 2020-21 A.Y)

- Proposed combination subjects: Digital Marketing
- Student eligibility for joining in the course:
- Faculty eligibility for teaching the course:
- List of Proposed Skill enhancement courses with syllabus, if any
- Any newly proposed Skill development/Life skill courses with draft syllabus and required resources
- Required instruments/software/ computers for the course (Lab/Practical course-wise required i.e., for a batch of 15 students)

Sem. No.	Lab/Practical Name	Names of Instruments/Software/Computers required with specifications	Brand Name	Quantity required
	Lab Name:			
	Lab Name:			

- List of Suitable levels of positions eligible in the Govt/Pvt organizations
 Suitable levels of positions for these graduates either in industry/govt organization like., technical assistants/ scientists/ school teachers., clearly define them, with reliable justification

S.No	Position (some positions)	Company/ Govt organization	Remarks	Additional skills required, if any
1	Business Marketing Manager	IBM, TCS, Wipro, Amazon, LG, Twitter, Apple, Samsung, Genpact, Microland etc.		
2	Digital Strategist			
3	SEO & SMM Expert			
4	B2B Business Manager			
5	Digital Business Marketer			
6	Content Manager			
7	Account Manager			
8	Interactive & Direct Advertising Manager			
9	Social Media Manger			
10	Search Engine Manager			



- h. List of Govt. organizations / Pvt companies for employment opportunities or internships or projects

S.No	Company/ Govt. organization	Position type	Level of Position			
1	Internship with Directorate General of Foreign Trade					
2	Internship with Competition Commission of India					
3	Internship with Telecom Regulatory Authority of India (TRAI)					
4	Amazon					
5	Airtel					
6	Reliance					
7	Snapdeal					
8	LG					
9	ITC					
10	ICICI Bank etc.					

- i. Any specific instructions to the teacher /paper setters/Exam-Chief Superintendent



3. PROGRAM OBJECTIVES, OUTCOMES, CO-CURRICULAR AND ASSESSMENT METHODS

BBA Digital Marketing-Semester-I

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French/Arabic)	100	25	75	4	3
3.	Life Skills	1.Human Values and Professional Ethics 2.Computer Applications 3.Statistics	50	---	50	2	2
4.	Skill Development Courses	1.secretary ship 2.Insurance Promotion	50	---	50	2	2
5.	DSC 1A	Principles of Management	100	25	75	5	4
6.	DSC 2A	Managerial Economics	100	25	75	5	4
7.	DSC 3A	Fundamentals of Digital Marketing and Digital Markets	100	25	75	5	4
Total			600	125	475	27	22



BBA	Semester: I	Credits: 4
Course: 1A	Principles of Management	Hrs/Wk: 5

Course Introduction

This course is an introduction to the management function. It will focus on the theory and fundamental concepts of management including planning, organization, leadership, and control. This course will review the evolution of management thought, function and practice and will stress current approaches and emerging concepts.

Course outcome:

On completion of the course the student will understand the basic principles of management -will acquaint himself with management process, functions and principles. Student will also get the idea about new developments in management.

Unit – I introduction of Management

Definition – Management – functions of management – principles of management -levels of management– Trends and Challenges of Management in Global Scenario.

Unit – II Planning Nature and purpose of planning – Planning process – Types of plans – Objectives – Managing by objective (MBO) Strategies – Types of strategies

Unit – III Organizing Nature and purpose of organizing – Organization structure – Formal and informal groups organization – Line and Staff authority —Centralization and Decentralization – Delegation of authority

Unit – IV Directing– Motivation – Motivation Theories -Leadership Styles – Leadership theories – Communication – Barriers to effective communication.

Unit – V Controlling Process of controlling – Types of control – Budgetary and non-budgetary, control techniques – Managing Productivity – Cost Control – Purchase Control –Maintenance Control – Quality Control .

Books Recommended

- Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition.
- L. M. Prasad; Principles of Management; Sultan Chand and Sons, 6th edition.
- Harold Koontz & Heinz Weihrich “Essentials of Management”, Tata McGraw-Hill, 1998
- Joseph L Massie “Essentials of Management”, Prentice Hall of India, (Pearson) Fourth Edition, 2003.
- Principles of Management, By Tripathi, Reddy Tata McGraw Hill
- Management Theory & Practice J.N.Chandan
- Management: Concept and Strategies By J. S. Chandan, Vikas Publishing



BBA	Semester: I	Credits: 4
Course: 2A	Managerial Economics	Hrs/Wk: 5

Course Introduction:

The course Managerial Economics provides students with the knowledge, tools and techniques to make effective economic decisions under conditions of risk and uncertainty. Demand, cost and pricing decisions are emphasized. Topics include decision-making criteria and procedures, demand and cost theory and estimation, pricing theory and practice (including price positioning), pricing new products and competitive bids and price quotes.

Course objective:

The object of the course is to enable the students to list the different goals and constraints that firms face and apply the economic way of thinking to individual decisions and business decisions.

Use calculus (first and second order derivatives) to solve for an optimum solution

Unit– I Introduction to Managerial Economics

Nature, Scope and definition of Managerial Economics, Application of managerial economics

Micro Vs Macro Economics, Basic principles of Managerial Economics, Opportunity Cost Principle, Incremental Principle, Principle of time perspective, Discounting principle

Unit – II Consumer behaviour, demand and supply analysis

Law of demand, Theory of demand, Shift in demand curves, Concept of measurement of elasticity of demand, Factors affecting elasticity of demand, Income elasticity of demand, Cross elasticity of demand

Unit -III Consumer behavior Utility Approach:

Cardinal utility approach, Diminishing marginal utility, Law of equi marginal utility, Ordinal utility approach, Indifference curve, Marginal rate of substitution, Budget line and consumer equilibrium

Law of supply, shift in supply curve

Unit– IV Theory of Production, cost and firm's behaviour:

Meaning, concept of production, Factors of production and production function, Fixed and variables factors, Law of variable proportion and law of returns to scale, Concept of cost, cost function, short run cost, long run cost, Economics and diseconomies of scale

Explicit cost and implicit cost, private and social cost, Perfect competition, Monopoly, Monopolistic competition, Oligopoly, pricing in various market structures

Unit – V Macro Economics Analysis

Circular flow of income, national income concepts, Theory of income and employment: Classical, Modern (Keynesian) approach, Circular flow of income, national income concepts

Recommended Books:

Managerial Economics by Ivan Png, Blackwell Publishers

Managerial Economics in a global economy by Dominick Salvotore, Thomson South Western Publications

Economics by Lipsey, Oxford University Press

Managerial Economics: Economic Tools for today's decision makers by Paul G. Keat, Philip K.Y. Young, Pearson Publications

Managerial Economics by L. Varshney and K.L. Maheshwari, Sultan Chand and Sons

Managerial Economics, D.N. Dwivedi, Vikas Publishing Co



BBA	Semester: I	Credits: 4
Course: 3A	Fundamentals of Marketing and Digital Markets	Hrs/Wk: 5

Course Objective: Helps to identify core concepts of marketing and the role of marketing in society. Ability to collect process and analyze consumer and market data to make informed decisions. It also helps to understand pricing decisions. It focuses on the importance of digital marketing and its applications.

Learning Outcome: Students will be understand:

- Marketing Concepts and Marketing environment
- The applications of digital marketing in the globalized market
- Application and usage of E-mail advertisement and mobile marketing.

UNIT I:

Introduction to Market - Marketing, Marketing concept - Selling concept, marketing concept, Social marketing concept - Need and Significance of Marketing in Business - Marketing environment - Identifying market segments -Basis for market segmentation.

UNIT II:

Product and Product lines - Product hierarchy, Product classification, Product mix decisions - Product line decisions -Branding and Brand decisions, packing and labeling decision - Product life cycle-Strategies.

UNIT III:

Pricing: Setting the price, pricing process, pricing methods. Adapting price, Pricing Strategies, Marketing channels: The Importance of marketing channels - Channel designdecisions - Channel management decisions - Channel Conflict: Types, Causes and managingthe conflict.

UNIT IV:

Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM.Email Marketing-Need for Emails, Types of Emails, options in Email advertising, Mobile MarketingOverview of the B2B and B2C Mobile Marketing.

UNIT V:

What are Blogs, Importance Of Blogs, Personal Blogs, Corporate Blogs, Popular Blog Platforms, What are Tags, Widgets, Blog Optimization, Blog Stats.

REFERENCE BOOKS:

- Philip Kotler and Armstrong, Principles of Marketing, PHI
- Philip Kotler, Marketing Management, PHI
- V.S Ramaswamy and S. Namakuari, Marketing Management.
- J.P.Gupta and JoytiRana, Principles of Marketing Management, R. Chand & Co. New Delhi.
- Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation of BusinessEngagement. Wiley
- Your Google Game Plan for Success: Increasing Your Web

Activities/ Requirements:

- Marketing Based Activities and E-based activities
- Individual Presentation
- Marketing Survey



BBA Digital Marketing-Semester-II

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French/Arabic)	100	25	75	4	3
3.	Life Skills	1.Indian Culture and Science 2.Information and Communication Technology 3.Entrepreneurship Development (Any 1 of the 3)	50	---	50	2	2
4.	*Skill Development Courses	1.Agricultural Marketing	50	---	50	2	2
		2.Business Communication(English)					
		3.Advertising	50	---	50	2	2
		4.Logistics & Supply Chain					
5.	DSC 1B	Accounting for Managers	100	25	75	5	4
6.	DSC 2B	Digital and Social Media Marketing	100	25	75	5	4
7.	DSC 3B	E-commerce	100	25	75	5	4
8.	DSC 4B	Two Months Social Immersion Internship	100	---	---	---	4
Total			750	125	525	29	28



BBA	Semester: II	Credits: 4
Course: 1B	Accounting for Managers	Hrs/Wk: 5

Type of Course:

Financial Accounting Objectives: The subject of Financial Accounting includes basic concepts underlying the accounting practices and its techniques with special reference to Sole-Proprietorship, Trading and Non-Trading Concerns. The syllabus also includes computerized accounting using the software TALLY.

Unit-I – Introduction to Accounting

Need for Accounting – Definition – Objectives, Advantages – Book keeping and Accounting– Accounting concepts and conventions - Accounting Cycle - Classification of Accounts and its rules - Double Entry Book-keeping - Journalization - Posting to Ledgers, Balancing of ledger Accounts (problems): Difference between manual accounts and computerised accounts.

Unit –II: Subsidiary Books:

Types of Subsidiary Books - Cash Book, Three-column Cash Book- Petty cash Book (Problems).

Unit-III- Bank Reconciliation Statement:

Need for bank reconciliation - Reasons for difference between Cash Book and Pass Book Balances- Preparation of Bank Reconciliation Statement- Problems on both favorable and unfavourable balances.

Unit -IV: Trail Balance and Final Accounts: Preparation of Trail balance-Preparation of Final Accounts: Trading account - Profit and Loss account – Balance Sheet – Final Accounts with adjustments (Problems).

Unit-V: Issue of Shares and Debentures: Shares – meaning –types –types of share capital- Issue of shares-forfeiture of shares –reissue of forfeiture shares. Debentures-meaning-types-various methods of issue of debentures.

Text Books Reference Books: 1. Accounting for Managers – J. Made Gowda – Himalaya Publishing House 2. Introduction to Accountancy T. S. Grewal & S. C. Gupta S. Chand 8th Edition 3. Modern Accountancy - Hanif Mukerji – TMH 4. Financial Accounting by Dr. Kaustubh Sontake – 1st Edition – Himalaya Publishing House



BBA	Semester: II	Credits: 4
Course: 2B	Digital and Social Media Marketing	Hrs/Wk: 5

COURSE OBJECTIVE:

Introduce current and core practices of Digital and Social Media Marketing that will allow learners to analyze, plan, execute and evaluate a digital marketing strategy.

LEARNING OUTCOMES:

Understand the Social Media space and tools • Analyze the effectiveness of your company's and competitors' social media programs. Design social media programs that directly support business and marketing goals. Channels and programs. Implement a process for planning social media marketing activities.

UNIT I:

Introduction to digital and social media marketing-meaning-definition-types of social media websites-mobile apps-email- social media-various social media websites; Blogging-types, platforms.

UNIT II:

Social Media Management-Social Media and Target Audience-Sharing content on Social Media-Book marking websites; DO's and Don'ts of Social media.

UNIT III:

Social Media Strategy-Goals ,Planning, Strategies, Monitoring Analysis; Tips of Social Media Marketing-Customization; Social Media Optimization; Social Media Promotion-paid advertising – other methods-Social Media ROI.

UNIT IV:

Social Media for Marketing-Facebook, LinkedIn, Twitter, YouTube.Establishing Relationship with customers Social Media.

UNIT V:

Social Analytics-Automation and Social Media-Social Media and other types of Marketing, Managing Tools of Social Media.

TEXT BOOKS:

1. Digital Marketing: Seema Gupta-Mcgraw hill

Activities/ Requirements:

- Written Assignments
- Oral Presentation
- Quiz Programme



BBA	Semester: II	Credits: 4
Course: 3B	E-commerce	Hrs/Wk: 5

Unit-I:

Electronic Commerce: Definition, Types, advantages and disadvantages, E-Commerce transaction on World Wide Web. Electronic market-Online shopping, Three models of Electronic Market - e-Business.

Unit-II:

Supply Chain Management: Definition, Benefits, goals, functions, characteristics, Strategies of SCM, Electronic logistics and its implementation in business houses - Electronic Data Interchange (EDI): Benefits of EDI, applications, limitations, EDI Model.

Unit-III:

Electronic Payment Systems: Types of EPS- Traditional and Modern payment systems, electronic cash, steps for electronic payment, payment security -e-Security- cryptography, hacker, secure electronic transaction, secure-socket layer.

Unit-IV:

Customer Relationship Management: Components of CRM, CRM Architecture, architectural components of a CRM solution, Electronic CRM, Need for Electronic CRM, E-CRM applications.

Unit-V:

HTML- Navigating the World Wide Web, Preparing to Publish on the Web, HTML and XHTML, Learning the basics of HTML, structure of HTML, creating simple web pages, formatting text with HTML, adding images, color and background, table creation, designing forms.

References:

1. PT Joseph SJ, E-Commerce: An Indian Perspective, Prentice Hall of India.
2. Effraim Turban, Joe Lee, David Kind-H Michael Chung, E-Commerce, A Management Perspective - Pearson Education Asia.
3. Pandey US & Shukla Er.S., E-Commerce & M-Commerce Technology, S.Chand& Company New Delhi.
4. Gary P. Schneider, E-Commerce Strategy Technology & Implementation, Cengage Learning, New Delhi-2009.
5. Trepper, E-Commerce Strategies, PrenticeHall of India, New Delhi. 2006
6. Jonathan Reynolds, E-Business A Management Perspective, Oxford University Press.



BBA Digital Marketing Semester III

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French/Arabic)	100	25	75	4	3
3.	Life Skills	1.Analytical Skills	50	---	50	2	2
		2.Personality Enhancement 3.Health & Hygiene	50	---	50	2	2
4.	Skill Development Courses	Online Business Retailing	50	---	50	2	2
5.	DSC 1C	Organizational Behavior	100	25	75	5	4
6.	DSC 2C	SEO	100	25	75	5	4
7.	DSC 3C	Financial Management	100	25	75	5	4
Total			650	125	525	29	24



BBA	Semester: III	Credits: 4
Course: 1C	Organizational Behaviour	Hrs/Wk: 5

Objective of the Course structure: The course is structured in such a way that after understanding the importance of human resources management in an organisation, it is also important to understand human behavior in any system. When an individual enters an organization, his/her behavior as an individual in response to the new environment needs to be understood. Also his behavioural responses in a group are important, since an organisation is nothing but a group of individuals working together to achieve objectives. Finally his responses to the culture and systems of the organisation are again significant aspects.

Unit 1: INTRODUCTION

Introduction to Organisational Behaviour, the OB Model, Roles of Manager in OB, Challenges and Opportunities for OB

Unit 2: THE INDIVIDUAL

Foundation of Individual Behaviour: Concepts of Motivation, Personality, Values,

Unit 3

Attitudes, Perception, Learning, Individual Decision-Making and Problem-Solving.

Unit 4: THE GROUP

Foundation of Group Behaviour: Concepts related to Communication, Leadership, Power and Politics, Work Teams and Group Dynamics, Transaction Analysis, Johari Window Model

Unit 5 :THE ORGANISATION

Foundation of the Organisation: Concepts related to Organisation Structure, Organization Culture, Organization Change & Development, Organizational Conflict and Discipline

Suggested Reading:

Organizational Behavior – Stephen P. Robbins, Timothy A. Judge, Seema Sanghi

Organisational Behaviour – L M Prasad

Organizational Behavior, Human Behavior At Work – John W Newstorm

Management & Organisational Behaviour – Laurie J Mullins



BBA	Semester: III	Credits: 4
Course: 2C	Search Engine Optimization	Hrs/Wk: 5

Course Objective:

With millions of people performing millions of searches each day to find content on the Internet, it makes sense that marketers want their products to be found by potential consumers. Search engines use closely guarded algorithms to determine the results that are displayed. However, determining what factors these algorithms take into account has led to a growing practice known as search engine optimization.

Learning Outcomes:

- Learn what search engine optimization (SEO) is and how a Web site needs to be structured.
- Appreciate the constructs of search engine-friendly Web sites.
- Attract inbound Links from other Web Sites.

UNIT I:

Concepts of search engine optimization (SEO), Relevance, Importance, Popularity, Trust, Authority, Search engines and directories, How search engines work, Crawlers, robots, spiders, Algorithms, Search engine indexing, Ranking, Directories, Website architecture, Static pages, Dynamic pages.

UNIT II:

Search engine Friendliness and Specific Rankings Page coding, Managing spiders/robots, Crawlability, Rewriting pages, Subdomains, Alexa ranking, Image optimization, google search console analysis, crawler issues, remove urls, sitemap submission

UNIT III:

On-page SEO, importance, influence factors, Optimizing Web Page, Website Optimization, title, description and keyword tags, header tags, Anchor Text, Navigation Links, Contextual links, Canonical URLs, Page Nations, keyword research, meta tag optimization, SEO content optimization, sitemap creation submission, robots.txt

UNIT IV:

Off-page SEO, importance, influence factors, Right and wrong ways to link, Reciprocal links, Three-way links, Purchased links, Link networks, Redirected links, Link bait, Trust rank and worthless links, Quality directories Performing and Implementing SEO SEO goals, and Commercial intent, Fixing broken links, Sitemaps, Useful directory links, complaining to search engines, How to address a copyright violation

UNIT V:

Web 2.0 and other important considerations Website ecosystem, Micro sites, RSS feeds, Blogosphere, Social media, Google calendar, Press releases, SEO for blogs, SEO for content management systems, SEO for local search, SEO for mobile search, Measurements, Google API, SEO tools, Free tools, Research and resources, Google my business listing, google places

TEXT BOOKS:

1. Search Engine Optimization:Your Visual Blueprint for effective
2. Internet marketing,3 Edition(MISL-Wiley)-Kristopher B Jones
3. Search Engine Optimization:An Hour a Day-Jennipeggrappone,Gradiva Cousin-Wiley.

Activities/ Requirements:

- Written Assignments
- Oral Presentation
- Quiz Programme



BBA	Semester: III	Credits: 4
Course: 3C	Financial Management	Hrs/Wk: 5

COURSE OBJECTIVE

To introduce the participants with the basic fundamentals and tools and techniques of Corporate Financial Management in a changing, challenging and competitive global economic environment.

Unit-I: Financial management: meaning, nature and scope of finance; financial goals: profit maximization, wealth maximization; finance functions,- investment, financing and dividend decisions.

Unit-II: Capital budgeting: nature of investment decisions; investment evaluation criteria- net present value, internal rate of return, profitability index, payback period, accounting rate of return , NPV and IRR comparison, capital rationing, risk analysis in capital budgeting.

Unit-III: Working capital: meaning, significance and types of working capital; determinants of working capital; sources of working capital; management of inventory; management of cash; management of account receivables.

Unit-IV: Capital structure theories: traditional and MM hypotheses; determining capital structure in practice; Capital structure planning. Cost of capital:: meaning and significance of cost of capital; calculation of cost of debt, preference capital, equity capital and retained earnings; Operating and financial leverages.

Unit-V: Dividend decisions—Types of dividend- dividend models - Determinants of dividend policy - Practical aspects of dividend.

SUGGESTED READINGS

Horne, James Van Financial Management & Policy

SolomanEzreThe Theory of Financial Management

Hunt William and Donaldson Basic Business Finance ,

Kuchal, S.C. Financial Management

Bradley Fundamentals of Corporation Finance

Pandey, I.M. Financial Management

Fred, Weston J. The Scope & Methodology of Finance

Weston & Brigham Essentials of Management Finance



BBA Digital Marketing Semester IV

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.	DSC 1D	Training and Development	100	25	75	5	4
2.	DSC 2D	Business Law	100	25	75	5	4
3.	DSC 3D	Micro,Small,Medium Enterprises Management	100	25	75	5	4
4.	DSC 4D	International Business	100	25	75	5	4
5.	DSC 5D	Search Engine Marketing & Affiliate Marketing	100	25	75	5	4
6.	DSC 6D	Cyber Law	100	25	75	5	4
7.		Corporate Internship	100	---	---	---	4
Total			700	125	450	30	28



BBA	Semester: IV	Credits: 4
Course: 1D	Training and Development	Hrs/Wk: 5

Unit-I:

Meaning and Definition - Need for Training - Importance of Training, Objectives of Training, Responsibility for Training.

Unit-II:

Steps in Training Programs, Training Policy, Training courses, support material for training, Training period, Training for Different employees principles of learning.

Unit III:

Training methods: On the Job, Vestibule Training, Training by Experience Workman, Training by Supervisors, Demonstrations and examples, Simulation, Apprenticeship. Off the Job: Lecturers, Conference method, Seminar or Team Discussion, Case Studies, Role playing, Programmed Instruction, T-Group training, Audio-visual aids, Retraining.

Unit-IV:

Development: Importance of Development - Management Development, Purpose and objectives of Development, Stages in development programs, Components of development program, Factors inhibiting Development.

Unit-V:

Coaching and Counselling: Methods, Management syndicate, Incident process, In-Basket, Sensitivity counselling - Special Projects, Committee assignments conferences, Management games.

References:

- 1.P.Subba Rao, VSP, Rao, Human Resource Management, Konark Publishing Houses, Mumbai.
- No index entries found.2.SubasGurg& S C Jain, Managing Human Resource, Arihant Publications, Jaipur.
- 3.Bearddwell&LenHoldmen, Human Resource Management, Macmillan Publisher.



BBA	Semester: IV	Credits: 4
Course: 2D	Business Law	Hrs/Wk: 5

Unit-I:

Law of Contract – Definition, Essentials of valid contract, Kinds of contract, Offer, Acceptance, consideration, Capacity of Parties to contract, Free Consent, Discharge of Contract, Breach of Contracts, and remedies

Unit-II

Companies Act definition of company, kinds of company, Memorandum of Association, Articles of association, prospectus, meetings and resolutions

Unit-III

Factories act 1948 definition of factory provisions of health, safety, welfare

Unit-IV

Sale of Goods Act – Meaning and definition, Essentials of sale contract, sale and agreement to sale, conditions and warranties, unpaid seller, Rules of transfer of property.

Unit-V:

The essential Commodity Act. The Consumer Protection Act, 1986. District forum, state commission, national commission. Consumer councils.

References:

1. Indian Contract Act – by Bare Act, Government of India.
2. N.D. Kapoor Mercantile Law, Sultan Chand & Company, New Delhi.
3. Avatar Singh Mercantile Law, Vikas Publication.
4. Balchandani: Business Laws.
5. S.D.Geet and M.S. Patil: Business Laws
6. S.S. Gulshan: Business Laws. 7. N.M. Wechlakar: Business Laws.



BBA	Semester: IV	Credits: 4
Course: 3D	Micro, Small, Medium Enterprises Management	Hrs/Wk: 5

Unit-I:

Small and Medium Enterprises: Significance in Indian economy - Problems and the steps taken up by the Government to tackle their problems - Role of government in promoting small and medium enterprises - incentives provided to Backward Area Development.

Unit-II:

~~Project Formulation: Project identification and formulation, Feasibility study, Project report preparation, location of Units, Industrial estates and the role of KIABD, TEKSOC and registration with DIC.~~

Unit-III:

Management Functions in Small and Medium Enterprises –Finance function: Capital Estimation, Sources of finance - Subsidies and Incentives, Venture Capital - Marketing and Human Resource Management functions.

Unit-IV:

~~Sickness in Small and Medium enterprises - Causes of sickness, Prevention of sickness, and Remedial measures for sickness Role of Board for Industrial & Financial Reconstruction (BIFR).~~

Unit-V

Ancillary Industries, Rural Industries and Artisans - Role of SIDO, SSIDC, SISI, DIC - Prospects for small-scale industries.

References:

1. C.S.V. Murthy, Small Scale Industries and Entrepreneurial Development, Himalaya Publishing House.
2. Vasant Desai, Management of SSI, Himalaya publishing House, Delhi, 1998.
3. Vasant Desai, Small Scale Industries & entrepreneurship, Himalayan Publishing House.
4. S S Khanka, Entrepreneurial Development, Sultan Chand & Co. Ltd., New Delhi. 1999.¹



BBA	Semester: IV	Credits: 4
Course: 4D	International Business	Hrs/Wk: 5

Unit-I:

Introduction – Need - - Difference between Domestic and International/Foreign Trade. Difference between globalisation of trade /international trade

Unit-II:

Foreign Exchange: Factors influencing exchange rate fluctuations, Euro market and instruments (LIBOR, MIBOR, etc), Foreign market operations, participants, spot-future forward and option market.

Unit-III:

Balance of Payment: Contents, disequilibria in BOP, measures to bring back equilibrium in BOP, convertibility of currencies, Current account and Capital account convertibility, exchange control, reasons and methods.

Unit-IV:

WTO and Trade blocks - WTO Formulation, advantages and disadvantages of WTO membership to developing countries. Trade blocks: Reasons for trade block formation, different types of trade blocks - member countries and economies condition and trade commodities of LAFTA, SAFTA, NAFTA, ASEAN, CARICOM and EU.

Unit-V:

Procedure and Documents: Export and Import procedure, principal and auxiliary documents, bill of lading, consular invoice, commercial invoice, AR and GP forms, Mate receipt, Letter of credit - Packing list - Incentives to exports, recent Exim policy

References:

1. C. Jeevanandam, Foreign Exchange Practice, Concepts and Control, Sultan Chand & Sons.
2. T.S. Balagopal, Export Management, Himalaya Publishing House.
3. K P M Sundaram&Rudradatta, Indian Economy ,S. Chand & Co., New Delhi.
4. Francis Cherumilum, Foreign Trade and Export Management, Himalaya Publication.



BBA	Semester: IV	Credits: 4
Course: 5D	Search Engine Marketing & Affiliate Marketing	Hrs/Wk: 5

Course Objective:

Search Engine Marketing (SEM) is a cost effective way of generating highly relevant leads for business. The best thing about SEM is that it offers contextual targeting, which helps one to target audience based on their interests, location, demographics, time and so on. This course also provides inputs on how SEM campaign is a CPC (Cost-per-click) advertisement model unlike SEO, it starts immediately and advertiser starts getting results immediately on start of the campaign. This course provides inputs on promoting websites on Google, the search landscape and how to spot trends in search, understanding of PPC campaigns, performance tracking, deciphering user psychology and building alluring landing pages.

Affiliate Marketing has been designed to give you the skills, knowledge, insights and tools that will immediately help to improve your organizations marketing goals. Affiliate Marketing helps to Promote Your Own Business In An Effective Manner.

Learning Outcomes:

- Understand concepts of search engine marketing including various elements of search engine marketing plan.
- Create effective landing pages by understanding web users' behavior.
- Affiliate marketing helps in building performance-base. It helps broaden your audience.
- Affiliates can boost your reputation. It's cost effective. Affiliates can rapidly scale your traffic and sales

UNIT I:

Search Engine Marketing Overview Understanding Importance Google search, Rule based personalization of marketing at internet scale, Overview of Google Ads, Bing Ads, landing pages, elements, optimization.

UNIT II:

PPC Campaigns PPC definition & it's functioning, PPC Terminology - Quality Score, Conversion Rate etc., Quality Score Overview, Setting objectives, goals & expectations, Actionable metrics for performance measurements, Formulating account structure, Effective segmentation of keywords, Usage of multiple match types and Non-overlapping Ad Groups Bid Management Plan Understand bidding strategy, Manual vs. Automated bid management, Different bid management features like CPA bidding, position preference etc.

UNIT III:

Effective landing pages and user psychology importance of ui/ux design, call-to- action, understand & connect with the user and benefit from search behavior of prospective customer. Performance tracking set campaign objectives &goals, define performance metrics and monitor ppc activity with google analytics. Sem management (other techniques) re- marketing, mobile advertising, display & video formats, optimize the display network campaigns and track & measure views through conversions.



UNIT IV:

Introduction to affiliate marketing how affiliate marketing works-affiliate program payment methods-cookies, cookie stuffing and affiliates-ad sense- email spam, adware, trademark bidding-tiered affiliate marketing cross selling and up selling-multi tier marketing and commissions.

UNIT V:

Enrolling in an affiliate marketing program-signing up as an affiliate-logging into your affiliate account-integrating affiliate links into your websites-monitoring affiliate performance and tracking sales - setting up an affiliate website. Promoting your affiliate program-performing market analysis and market research-market strategies establishment- affiliate marketing and organic search optimization.

TEXT BOOKS:

1. Pay-Per-Click Search Engine Marketing: An Hour a Day by David Szetela (Author), Joseph Kerschbaum (Author)
2. Bruce C. Brown: The Complete Guide to Affiliate Marketing on the Web: How to Use and Profit from Affiliate Marketing Programs.
3. EvgeniiPrussakov: Affiliate Program Management: An Hour a Day

Activities/ Requirements:

- Written Assignments
- Oral Presentation
- Quiz Programme



BBA	Semester: IV	Credits: 4
Course: 6D	Cyber Law	Hrs/Wk: 5

Course Objective:

This course provides an overview of law enforcement practices put in place to respond to them. To create more awareness about cyber legal issues and challenges. To provide advice, inputs as also guidance to people on their day-to-day legal issues concerning the use of cyberspace. The course will focus on the types and extent of current cyber crimes, how the justice system responds to these crimes, the various constitutional protections afforded to computer users.

Learning Outcomes:

Students completing the course will be able to:

- Define and describe the nature and scope of cybercrime;
- Develop knowledge of major incidents of cybercrime and their resulting impact;
- Analyze and discuss national and global digital law enforcement efforts;
- Critically consider specific laws and policies governing cybercrime detection and prosecution.

UNIT I:

INTRODUCTION- Evolution of Modern Electronic Communication; Media- History of Internet and World Wide Web; Essence of Cyber law and rise of Cyber crimes; Important terms related to Cyber law; Need for Cyber law in India

UNIT II:

History of Cyber law in India; Information Technology Act 2000-Scope, objectives, documents excluded; Overview of the Act with Amendments; Rules under Information Technology Act; National policy on IT Act 2012

UNIT III:

Electronic Commerce; Digital signature, rules and digital certificate; Electronic Governance and electronic records; Regulatory Authorities under the Act-Certifying authorities, Functioning, Duties, Controller

UNIT IV:

Cybercrimes- it's nature, reasons, types, Indian perspective; Cybercrimes- preventive measures; Offences under the IT Act 2000;Penalties under the Act

UNIT V:

Investigation of Cybercrimes in India and in other countries; National and International Cases; Regulatory Authorities of Cyber crime; Digital marketing- Cyber law- perspective; Cloud computing its importance.

REFERENCES BOOKS:

1. Law of Information Technology and Internet- Author Anirudh Rastogi Publisher: Lexis Nexis
2. Cyber Law in India- Author Aparna Viswanath Publisher: Lexis Nexis
3. Cyber Law- Author Pavan Duggal

Activities/ Requirements:

- Written Assignments
- Oral Presentation
- Case Study



MODEL QUESTION PAPER
BBA. DEGREE EXMINATION

Semester -I

Course: Fundamentals of Digital Marketing and Digital Markets

Time: 3hrs

Max Marks:75

SECTION - A

Answer any FIVE of the following

5X5=25 M

1. Market Vs Marketing
2. Marketing Environment
3. Product Life Cycle
4. Packaging Vs Labeling
5. Steps in Pricing Process
6. What is digital marketing?
7. Name any 5 digital marketing channels
8. Importance of digital marketing to SMEs

SECTION – B

Answer the following

5X10=50M

9. a) What is Marketing and Concept and Importance of Marketing in Business?
(OR)
b) What do you mean by Segmentation and Explain Bases for Segmentation?
10. a) Explain Product Mix with good diagrammatic representation including relevant examples?
(OR)
b) What is Brand and Write a note on Branding Decisions?
11. a) What is Price and briefly explain Pricing Methods with suitable examples?
(OR)
b) Write a note on Marketing Channel and Causes for Channel Conflict?
12. a) Explain B2B marketing with examples?
(OR)
b) Explain B2C marketing with examples?
13. a) What is a blog and explain the importance of blogging?
(OR)
b) What is the difference between personal blogs and corporate blogs?



MODEL QUESTION PAPER
BBA. DEGREE EXAMINATION
Semester II

Course: DIGITAL AND SOCIAL MEDIA MARKETING

Time: 3hrs

Max Marks:75

SECTION - A

Answer any FIVE of the following

5X5=25 M

1. What is social media marketing
2. What are various types of social media sites?
3. What are the tools to track social media activities?
4. What is customer demographics?
5. What are info-graphics?
6. What is social networking?
7. What is social media optimization?
8. What is Automation?

SECTION – B

Answer the following

5X10=50M

- 9.a. Explain how social media has evolved as a business model?
(OR)
b. Name any three popular social media sites and their importance?
- 10.a. Importance of social networking and how it could be beneficial for corporate and career prospects.
(OR)
b. What is the importance of social bookmarking and what are the do's and don'ts?
- 11.a. What are various goals of social media marketing? Explain in brief?
(OR)
b. Explain in brief five tips of social media marketing?
- 12.a. What is company page on Facebook and explain Facebook marketing
(OR)
b. What is business page on LinkedIn and explain LinkedIn marketing?
- 13.a. What are various metrics in social media to track?
(OR)
b. Name any three important tools to track social media performance?



MODEL QUESTION PAPER
BBA. DEGREE EXMINATION
Semester III
Course: SEARCH ENGINE OPTIMIZATION

Time: 3hrs

Max Marks:75

SECTION - A

Answer any FIVE of the following

5X5=25 M

1. Write a brief about SEO Relevance?
2. What is SEO content optimization?
3. What is the importance of back links?
4. What is Relevancy in SEO?
5. How can Anchor text influence rankings?
6. Explain two ways and three way linking?
7. What is local SEO and its importance?
8. What is the importance of Google search console?

SECTION – B

Answer the following

5X10=50M

- 9 a) What is website SEO, importance and advantages of optimizing website
(OR)
b) Explain how search engines work, Crawlers, robots, spiders, Algorithms
- 10.a) Explain five important SEO friendly factors and why?
(OR)
b) What is Google search Console? Explain in brief about Crawlability, Rewriting pages, Subdomains, Alexa ranking, Image optimization,
- 11.a) Explain the importance of On-page SEO and name any five factors
(OR)
b) what is keyword research and the importance of Meta tags.
12. a) Explain the importance of Off-page SEO and name any five factors?
(OR)
b) What are the various types of link building, explain with examples?
13. a) What is web 2.0? Definition advantages and features?
(OR)
b) What is Google my business listing and its importance?



MODEL QUESTION PAPER
BBA. DEGREE EXMINATION
Semester - IV
Course: SEM & AFFILIATE MARKETING

Time: 3hrs

Max Marks:75

SECTION - A

Answer any FIVE of the following

5X5=25 M

1. What is keyword grouping?
2. Explain how Google makes most of its revenues?
3. What is the importance of Click-through rate?
4. What are negative keywords?
5. Where does Google report fraud clicks?
6. Difference between CPL & CPS
7. Explain Performance marketing?
8. Write a brief about three popular Affiliate Networks

SECTION – B

Answer the following

5X10=50M

9.a) Explain SEM? Advantages & Importance?

(OR)

b) What are Google ads? Explain different types of ads?

10. a) What are the various types of keyword match? Explain with example?

(OR)

b) What is keyword quality score and how will it influence CPC

11. a) What are landing pages? and how do they work?

(OR)

b)What is Google analytics? name ten metrics that can be measured?

12.a) How do Affiliates Promote Merchants?

(OR)

b) Benefits of affiliate marketing for Merchant?

13. a) What is the important element of affiliate marketing? Why?

(OR)

b)Draw the process flow of affiliate marketing?



MODEL QUESTION PAPER
BBA. DEGREE EXMINATION

Semester - IV
Course: CYBER LAW

Time: 3hrs

Max Marks:75

SECTION - A

Answer any FIVE of the following

5X5=25 M

1. Digital Certificate
2. Electronic Records
3. Cloud Computing
4. Controllers under cyber law in India?
5. Nature of Cyber crimes
6. Digital Marketing its nature
7. Electronic Governance
8. Cyber crimes impact on Marketing

SECTION – B

Answer the following

5X10=50M

9. a) Explain the history of Internet and World Wide Web?
(OR)
b) Explain the need of cyber law and its importance in global marketing scenario?
10. a) What are the objectives and history of Information Technology Act of India?
(OR)
b) What is the National Policy of Govt.of India on I.T
11. a) Explain the regulatory mechanism under I.T Act of India?
(OR)
b) Explain the importance of Digital signature, process and its nature?
12. a)What are the various protective measures given against the cyber law?
(OR)
b)Explain the penalties announced under the Indian I.T. Act to control cyber crimes?
13. a)Explain the cyber law investigation mechanism of India by comparing with other countries?
(OR)
b) Explain the Reasons of Cyber Crime, its nature in Indian Perspective?