NPA (BE): 201 - MARKETING MANAGEMENT


Unit - II Market Segmentation - Definition, Levels, Pattern and Basis of Market Segmentation
Marketing Research - Nature, Process and Applications, Sampling Techniques


Unit - IV Pricing - Meaning, Importance, Objectives, Influencing Factors, Pricing Policy and Strategies, Physical Distribution - Concept, Importance

JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS)
SECOND SEMESTER

Max. Marks : 100
External : 70
Internal : 30
Min. Pass Marks : 23

MBA (BE): 202 - HUMAN RESOURCE MANAGEMENT


Unit - III Job Design - Meaning, Significance and Process, Job Analysis - Definition, Approaches and Methods, Interview - Meaning, Types, Process and Limitation, Induction - Meaning, Objectives and Advantages

Unit - IV Job Evaluation - Definition, Objectives, Process, Methods, Advantages & Disadvantages, Wage and Salary Administration

Unit - V Trade Unions - Concept, Functions, Structures, Problems and Measures, Collective Bargaining - Meaning, Objectives, Importance, Conditions, Collective Bargaining in India

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\[\text{Date}\]
JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS)
SECOND SEMESTER

Max: Marks : 100
External : 70
Internal : 30
Min. Pass Marks : 23

M.B.A (BE): 203 - FINANCIAL MANAGEMENT

Unit – I

Unit – II

Unit – III
Leverages - Definition and Types - Financial, Operating and Composite Leverages, Numerical Problems of Leverages
Dividend Policy - Meaning, Objectives, Factor, Types and Modigliani-Walter, Gordon's M.M. Hypothesis,

Unit – IV
Ratio Analysis - Meaning, Significance and Limitations, Numerical Problem on Liquidity Ratio, Current Ratio, Quick Ratio, Cash Ratio, Debt, Equity Ratio, Activity Ratio, Inventory turnover, Asset Turnover, Fixed Assets and Current Assets Turnover Ratio, Profitability Ratio - Gross and Net Profit Ratios, Operating Ratio

Unit – V

NOTE:
At least one numerical question in unit III, IV & V Must be asked in Examination.
MBA (BE): 204 - ORGANISATIONAL BEHAVIOUR


Unit - II Concept of Individual Behaviour and Individual Differences, Models of Individual Behaviour, Factor affecting Individual Behaviour, Personality - Meaning, Theories and its Determinants, Perception and Perceptual process

Unit - III Motivational Theories & its Applications - Vroom's Expectancy Theory, Cognitive Evaluation Theory, Goal Setting Theory and Equity Theory, Learning and its Theories: Classical, Cognitive and Social learning

Unit - IV Behavioural Dynamics - Interpersonal Behaviour, Transaction Analysis, Johari Window, Job Satisfaction, Leadership Theories and Leadership styles in Indian Organisations

Unit - V Concept of Group Dynamics and Types of Group, Group Development Stages, Theories of Group Formation, Concept of Group Behaviour, Group Decision Making, Inter Group Behaviour, Teams and its Importance in Organisation
MBA (3E): 205 - PRODUCTION MANAGEMENT

Unit - I  Meaning, Objectives, Scope, Benefits, Major Decision and Functions of Production Management, Organisation of Production Department, Work Simplification,

Unit - II  Production System, Types of Production - Flow and Batch production, Production Progress and Process, Factory Location and Factory Layout

Unit - III  Production Planning - Meaning, Objectives and Types, Production Control - Meaning, Objectives, Function, Production Control performance Criteria, Production Planning Control Steps: Routing, Scheduling, Dispatching, and Expenditure

Unit IV  Material Management - Meaning, Objectives and Significance, Classes of Material, Purchasing Policy, Principles of Scientific Purchasing, Factors of Purchasing, Centralisation of Purchasing, Purchase Procedure, Purchase Budget, Objectives and Functions of Stores Keeping, Location and Layout of Stores, Issue of Materials

Unit V  Inventory Control - Objectives, Functions, Importance, Standards and Factors, Methods of Issuing Inventory, Major Inventory Control Systems
JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS)
SECOND SEMESTER

Max. Marks : 100
External : 70
Internal : 30
Min. Pass Marks : 28

MAA (333): 265 - NATIONAL ECONOMICS

Unit - I
Types and Different Sectors of National Economy, Basic Features of
Indian Economy, National Income - Definition, Different Concepts,
Method of Measurement, Trends of National Income in India

Unit - II
Economic Development - Meaning, Determination and Indicators,
Strategy of Economic Development of India, Planned Development
Latest Five Year Plan

Unit - III
Indian Money market, Money supply, Methods of Note Issue, Inflation,
Deflation, Monetary Policy
Business Cycle - Definition, Phases, Evil Effect of Business Cycle and
Remedial Measures

Unit - IV
Meaning and Types of Taxes, Salient Features of Indian Tax System,
Budget - Preparation, Federal Finance, Union State Financial Relations,
Fiscal Policy

Unit - V
Problems of Indian Economy - Unemployment, Poverty, Black Economy,
Rising Prices, Regional Imbalances