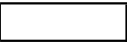


**NEP template for BBA (Degree/Honours with or without Research)**

<b>Sem</b>		<b>Credits</b>	
<b>I</b>	<b>MAJ-A</b>	<b>4</b>	<b>Principles and Practices of Management</b>
	<b>MAJ-B</b>	<b>4</b>	<b>Financial Accounting</b>
	<b>MAJ-C</b>	<b>4</b>	<b>Business Statistics</b>
	<b>Minor</b>	<b>4</b>	<b>-----</b>
	<b>IDC/MDC</b>	<b>2</b>	<b>Seminar on Business Ethics and Values</b>
	<b>AEC(lang)</b>	<b>2</b>	<b>General English</b>
	<b>SEC</b>	<b>2</b>	<b>Workshop on Business Communication-I</b>
	<b>VAC(comm)</b>	<b>2</b>	<b>EVS</b>
	<b>Indian Language</b>	<b>4</b>	<b>Punjabi/ Mudla Gyan</b>
	<b>Total</b>	<b>24</b>	
<b>II</b>	<b>MAJ-A</b>	<b>4</b>	<b>Organisational Behaviour</b>
	<b>MAJ-B</b>	<b>4</b>	<b>Marketing Management</b>
	<b>MAJ-C</b>	<b>4</b>	<b>Business Economics</b>
	<b>Minor</b>	<b>4</b>	<b>-----</b>
	<b>IDC/MDC</b>	<b>2</b>	<b>Seminar Media Literacy</b>
	<b>AEC(lang)</b>	<b>2</b>	<b>Computer Applications for Business</b>
	<b>SEC</b>	<b>2</b>	<b>Workshop on Business Communication-II</b>
	<b>VAC(comm)</b>	<b>2</b>	<b>Drug Abuse</b>
	<b>Indian Language</b>	<b>4</b>	<b>Punjabi/ Mudla Gyan</b>
	<b>Total</b>	<b>24</b>	



**ORDINANCES AND OUTLINES OF TESTS, SYLLABUS FOR THE  
COURSE OF  
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**

**Programme Code: BBASSD (SEMESTER SYSTEM)**

**PART-I (Semester I and II)**

**For**

**SESSION 2024-25 & onwards**



**DEPARTMENT OF MANAGEMENT STUDIES**

**S.S.D. GIRLS' COLLEGE, BATHINDA**

**An Autonomous College**

**Re-Accredited with 'A' Grade by NAAC**

**(Under the aegis of SSD Sabha (Regd.), Since 1924 Bathinda)**

# **BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**BBA-Ist (I<sup>st</sup> & II<sup>nd</sup> semester)**

**(Programme Code: BBASSD)**

**SYLLABUS (As per AICTE Guidelines and NEP Template)**

**SESSION 2024-25 & onwards**

## **Semester-I**

<b>Course Code</b>	<b>Course</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>	<b>Total Marks</b>
BBA111T	Major	Principles and Practices of Management	4	---	---	4	100
BBA112T	Major	Financial Accounting	4	---	---	4	100
BBA113T	Major	Business Statistics	4	---	---	4	100
BBA114T	Ability Enhancement	General English	2	---	---	2	100
BBA115P	Multi-Disciplinary	Seminar on Business Ethics and Values	---	---	2	2	50
BBA116P	Ability Enhancement	Workshop on Business Communication-I	---	---	2	2	50
	Value Enhancement	EVS**	2	---	---	2	50
BBA117T/ BMG117T(a)	Indian Language	Punjabi/ Mudla Gyan*	4	---	---	4	100

**Note:** 1. Only those students who have not studied Punjabi up to matriculation can opt for Punjabi Compulsory (Mudla Gyan).

2. EVS & Drug Abuse are compulsory qualifying papers as per AICTE & NEP guidelines, the marks for these papers are not counted for the total marks for the degree.

## **Semester-II**

<b>Course Code</b>	<b>Course</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>	<b>Total Marks</b>
BBA121T	Major	Organisational Behaviour	4	---	---	4	100
BBA122T	Major	Marketing Management	4	---	---	4	100
BBA123T	Major	Business Economics	4	---	---	4	100
BBA124T	Ability Enhancement	Computer Applications for Business	2	---	---	2	100
BBA125P	Multi-Disciplinary	Seminar Media Literacy	---	---	2	2	50
BBA126P	Ability Enhancement	Workshop on Business Communication-II	---	---	2	2	50
	Value Enhancement	Drug Abuse**	2	---	---	2	50
BBA127T/ BMG127T(a)	Indian Language	Punjabi/ Mudla Gyan*	4	---	---	4	100

1. The break up of marks for the internal assessment for theory paper will be as under:

- |   |          |
|---|----------|
| i. One or two tests out of which minimum one best will be considered for assessment | 20 Marks |
| ii. Attendance  | 5 Marks  |
| iii. Class participation (assignments) and behaviour                                | 5 Marks  |

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2. The break up of marks for the internal assessment of Seminar/ Workshop will be as under:

- |   |          |
|---|----------|
| i. Project Report/Assignment                        | 15 Marks |
| ii. Presentation                                    | 15 Marks |
| iii. Attendance and class participation (behaviour) | 20 Marks |

## **BBA111T: Principles and Practices of Management**

**Time Allowed: 3 Hrs.**

**Max Marks: 100**

**Lecture to be delivered: 45-55hrs.**

**Theory: 70**

**Min. Passing Marks: 35%**

**Internal Assessment: 30**

**Course Description:** This course introduces the student to the key aspects of management planning, organizing, leading and controlling by integrating both classical and contemporary management practices. Through case studies, interactive sessions, and practical exercises, students will learn to apply these principles to real-world scenarios that will prepare them for leadership roles in diverse organizational settings. The goal is to equip students with the tools and insights necessary to manage effectively and drive organizational success.

### **Course Objectives:**

**CO1:** To understand the basic concepts, principles, and theories of management.

**CO2:** To examine the essential functions of managers.

**CO3:** To analyze the impact of globalization, diversity, and ethics on management.

**CO4:** To develop skills in decision-making, and leadership.

### **Instructions for Paper-setters/Examiners:**

The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. Section C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

**Instructions for the candidates:** Candidates are required to attempt two questions each from the sections A & B of the question paper and the entire section C is Compulsory.

### **Course Content:**

#### **Unit- I**

**Management:** Meaning and definition, nature, purpose, scope, importance and functions, Management as art, science and profession, Management as a social system, Principles of management, Scientific Management.

**Evolution of Management Thought:** Contribution of F. W. Taylor, Henri Fayol, Elton Mayo, Various approaches to management (i.e. Schools of Management Thought), Indian management thought.

**Planning:** Meaning, Significance, Types of plans, Nature, Elements: Objectives, Policies, Rules, Procedure, Strategy, Decision Making.

**Organizing:** Meaning, Nature and Purpose of organization, Principles of organization, Forms of organization: Line, Functional and Line and Staff, Formal and informal organization.

## **Unit- II**

**Authority:** Definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization vs centralization, determinants of effective decentralization, Decentralisation and Departmentation.

**Staffing:** Meaning, nature and functions of HRM, Manpower management, factors affecting staffing, Recruitment, Selection, Training and Development, Performance appraisal: need and process.

**Coordination:** Principles and Techniques, Difference between coordination and cooperation.

**Controlling:** Meaning, nature, importance, scope, principles, prerequisites, steps, limitations and techniques.

**Corporate social responsibility (CSR):** Meaning, Arguments against and in favour of CSR, CSR towards various stakeholders, recent trends in CSR.

### **Recommended Readings**

#### **Text Books (Latest Editions):**

1. Rao, V. S P. Management Principles and Applications. Taxmann Publications.
2. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston
3. Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
4. Jones, G. R., and George, J. M. Essentials of contemporary management. New York, NY: McGraw-Hill Education.
5. Robbins, S. P. & Coulter, M. A. Management. Pearson.
6. LM Prasad, Organisation Behavior (Sultan Chand and sons)

## **BBA112T: Financial Accounting**

**Time Allowed: 3 Hrs.**

**Max Marks: 100**

**Lecture to be delivered: 45-55hrs.**

**Theory: 70**

**Min. Passing Marks: 35%**

**Internal Assessment: 30**

### **Course Description:**

This course intends to introduce basic accounting principles and practices. The students will have knowledge about the fundamental accounting processes such as journalizing, ledger posting, preparation of trial balance and final accounts in sole trading and company form of business. It also deals with providing an overview of accounting standards on sustainability accounting as value creation for business.

### **Course Objectives:**

**CO1:** To provide an understanding of application of various principles and practice of Accounting.

**CO2:** To demonstrate the knowledge on the process of accounting cycle and basic steps involved in accounting.

**CO3:** To apply the knowledge of systematic maintenance of books of accounts to real life business.

**CO4:** To estimate Annual Financial statements of Sole proprietorship and Company form of business

### **Instructions for Paper-setters/Examiners:**

The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. Section C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

**Instructions for the candidates:** Candidates are required to attempt two questions each from the sections A & B of the question paper and the entire Section-C is Compulsory.

### **Coure Content:**

#### **Unit-I**

**Introduction to Accounting, Accounting system and process:** Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Accounting concepts and conventions, Classification of capital and revenue-expenditure and income,

**Recording transactions and Trial balances:** Transactions -nature, Entry in Journal, GST transactions, Entry in Ledger, Cash book and Subsidiary books, Trial balance

## **Unit-II**

**Final Accounts:** Preparation of Trading and Profit and Loss account, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts.

**Rectification of Error, Bank Reconciliation Statement:** Rectification of Error, Bank reconciliation Statement, Depreciation Accounting: Straight Line and Written down Value Methods.

**Green Accounting and Sustainable Reporting-** Need and objectives and Importance.

### **Recommended Readings**

#### **Text Books (Latest Editions):**

1. Jain S.P., & Narang K.L. Basic Financial Accounting I, New Dehli, Kalyani publishers.
2. Kimmel, Financial accounting, Wiley Publications
3. Gupta, A., Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.
4. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
5. Ashish k Battacharya, Essentials of financial accounting for Business Managers, Six, PHL learning
6. Accounting for sustainability: [www.ifac.org](http://www.ifac.org)
7. Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications

## **BBA113T: BUSINESS STATISTICS**

**Time Allowed: 3 Hrs.**

**Max Marks: 100**

**Lecture to be delivered: 45-55hrs.**

**Theory: 70**

**Min. Passing Marks: 35%**

**Internal Assessment: 30**

### **Course Description:**

Quantitative Aptitude tests have been one of the key components in all competitive exams across the globe in recent years. All tests include such aptitude problems to assess a candidate's arithmetic precision, conceptual numerical ability, analytical ability and rational thinking applicability. Hence this course on Business Statistics has been introduced as part of BBA programs.

Business Statistics helps us to make business decisions under uncertainties. Such decisions must be objective and unbiased and based on quantitative data. This necessitates an analysis of data using appropriate statistical tools and hence understanding of these techniques and models. With the business entities keen on making data-driven decisions it is essential for individuals working in this uncertain environment to possess such skills to make better decisions backed by data.

### **Course Objectives:**

**CO1:** To establish importance of logical reasoning in human inquiry.

**CO2:** To demonstrate data handling skills and summarize data with clarity.

**CO3:** To extend an understanding of application of relevant concepts of Statistics to a given business scenario.

**CO4:** To understand business problems and make decisions using appropriate statistical models and explain trends.

**CO5:** To demonstrate the knowledge on the process of organizing a data and conduct statistical treatment.

### **Instructions for Paper-setters/Examiners:**

The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. Section C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

**Instructions for the candidates:** Candidates are required to attempt two questions each from the sections A & B of the question paper and the entire section C is Compulsory.

### **Course Content:**

#### **Unit-I**

**Introduction to Statistics-** Definition, Importance and Limitations, Functions and scope

**Measures of Central Tendency,** Classification and tabulation of data, frequency distribution, diagrams and graphs, measure of central tendency- arithmetic mean, weighted arithmetic mean, median, mode and meaning of partition values-quartiles, deciles, percentiles,

**Dispersion:** Measures of dispersion range, quartile deviation, mean deviation from mean and median, standard deviation and coefficient of variation.

**Correlation:** Meaning, definition and use of correlation, covariance, scatter diagram, types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient, probable error.

## **Unit-II**

**Regression and Time Series:** Regression- meaning and utility of regression analysis, comparison between correlation and regression, regression lines-  $x$  on  $y$ ,  $y$  on  $x$ , regression equations and regression coefficients.

Definition of Time Series. Components of Time Series. Methods for measuring secular trends:

(i) Methods of Semi Averages (ii) Methods of Moving Averages (iii) Method of Least Squares (only for straight line).

**Index numbers:** Need, definition and limitations of Index numbers-simple and weighted index numbers Laspyer's, Paasche's and Fisher Index numbers, Criterion of ideal index numbers, problems involved in the construction of index numbers.

### **Recommended Readings:**

#### **Textbooks (Latest Editions):**

1. Levin R. 1.& Rubin D. S. Statistics for Management. Delhi: Pearson.
2. Pillai & Bagavathi. Statistics, Theory and Practice, S Chand Publishing.
3. SP Gupta. Statistical Methods, Sultan Chand and Sons.
4. C.B Gupta. An introduction to Statistical Methods (Vikas)

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given in syllabus. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

## **BBA114T: GENERAL ENGLISH**

**Time Allowed: 3 Hrs.**

**Max Marks: 100**

**Lecture to be delivered: 45-55hrs.**

**Theory: 70**

**Min. Passing Marks: 35%**

**Internal Assessment: 30**

### **Course Objectives:**

**CO1:** To introduce the theory, fundamentals and tools of communication to the students.

**CO2:** To help the students become the independent users of English language.

**CO3:** To develop communication skills in them which are integral to their personal, social and professional interactions.

**CO4:** The syllabus shall address the issues relating to the Language of communication.

### **Course Outcomes:**

- Students will become proficient in professional communication such as interviews, group discussions, office environments,
- Students will learn important reading skills as well as writing skills such as report writing, note taking etc.

### **Instructions for Paper-setters/Examiners:**

The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. Section- C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

**Instructions for the candidates:** Candidates are required to attempt two questions each from the sections A & B of the question paper and the entire section C is Compulsory.

### **Course Content:**

#### **Unit-I**

Imaginative use of parts of speech. How to plan paragraph writing. How to change direct into indirect speech and vice versa. Sentence connectors and cohesion. Substitution and Phrases. Letter writing Précis and Comprehension. Paraphrasing and Expansion, Descriptive writing. Report writing. Script writing for Announcement, Comparing etc.

#### **Unit-II**

Language and Society, Style and Registers. Language and Communication Fundamentals of Broadcasting. Radio as a Communication of Broadcasting. Radio as a Communication of

Broadcasting TV Network in India and Education TV- Current Affairs and General Knowledge.

**For Practical:**

There shall be two tutorial periods per periods for the students to face the camera, gestures, speech, facial expression, lip and eye movement, voice training and training in techniques of broadcasting, etc. for all these purposes there should be organization of quiz competition, debates and other competitions, etc.

**Recommended Readings:**

1. N, Krishnaswamy :Modern English(Macmillan-India)
2. R.O. Neil : English in Situations (OUP)
3. Ed Viola Huggins : What to say when (BBC London)
4. Geoffrey Boughton : Success with English: The Penguin Course: Course Book-I
5. Slexander Baird : Success with English: The Penguin Course, A first reader
6. S.P. Jain : The Art of Broadcasting
7. Corl Warren : Radio News Writing

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given in the syllabus. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

## **BBA115P: Seminar on Business Ethics and Values**

**Internal Evaluation: 50 Marks**  
**Minimum Passing Marks: 35%**

### **Course Description:**

The objective of this course is to develop the ability in the students to define and analyze the business ethics problems and make the students aware and sensitized towards these issues.

### **Course Objectives:**

**CO1:** Develop the skills to identify the appropriate Business Ethics and Values

**CO2:** Analyse the Business problem, and

**CO3:** Learn about Ethics and Values inter-linked in Business, weaknesses of the Business.

### **Course Content**

#### **Unit-I**

**Introduction:** Ethics and Values and their Importance in Business: Ethical Issues in Capitalism and Market System; Ethical and Social System.

**Issues in BEV:** The Social Responsibility of Business, Ethical Conflicts, Whistle Blowing. Ethics and Organizations

**Ethics in Functional Areas:** Ethics in Human Resource Management and Organizational Culture, Ethics in Marketing, Ethics in Finance, Ethical Codes and Incentives in Corporate Sector.

#### **Unit-II**

**Social Ethical Issues:** Broader Ethical Issues in Society-Corruption, Ecological Concerns, Discrimination on the Basis of Gender, Caste or Race.

**Update of Ethical Issues:** Ethics and Information Technology, Impact of Govt. Policies and Laws on Ethics, Resolving Ethical Dilemmas.

### **Pedagogy:**

Extensive use of technology in the class rooms, Online modules of MOOCs, Research Based teaching, use of concerned Article from journals and magazines.

### **Case/Class Discussions:**

Students will work in a group to prepare a brief write-up, due before the start of class, covering the case study. Questions in the case study would include the quantitative analysis of the problem-solving and decision-making.

## **BBA116P: Workshop on Business Communication-I**

**Internal Evaluation: 50 Marks**

**Minimum Passing Marks: 35%**

**Course Description:** This course focuses on bringing in perspective the importance of Business Communication for organizations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling effective communication skills in students for organizational set up. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students.

### **Course Objectives:**

**CO1:** To understand the concept, process, and importance of Business Communication.

**CO2:** To help students in understanding the basic principles and techniques of business communication.

**CO3:** To train students to acquire and master written communication for the corporate world.

**CO4:** To sensitize students to understand Business Communication in Global and Cross-Cultural context.

### **Course Content:**

#### **Unit-I**

**Introduction to Communication in Organizations:** Introduction to Business Environment and Communication, Models of communication, Basics of Communication (types, channels and barriers), 7Cs of communication, Formal and informal communication, Listening Skills, communication on social media platforms. **Written Communication:** Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and informal messages on e-platforms, negative messages: indirect & direct negative messages, Persuasive messages, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation Letters.

#### **Unit-II**

**Interpersonal Communication:** Team communication, managing communication during online meeting, communication with virtual team, Presentation skills (Verbal and non-verbal); Powerpoint presentation skills, **Digital Communication:** Social media and individual, social media & organizations, Media Literacy, Strong Digital communication skills- email, instant messaging, video conferencing, e-meetings, Digital collaboration, digital etiquettes & responsibilities:

### **Text Books (Latest Editions):**

1. AICTE's Prescribed-Communication Skills in English, Khanna Book Publishing.
2. Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.
3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P., Effective Business Communication, McGraw Hill
4. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication
5. Boove, C.L.Thill, J.V. & Raina, R.L, Business Communication Today, Pearson.

**BBA117T: ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ, ਸਮੈਸਟਰ ਪਹਿਲਾ**

**ਕੁੱਲ ਅੰਕ: 100**

**ਅੰਦਰੂਨੀ ਮੁਲਾਕਾਤ : 30 ਅੰਕ**

**ਅਧਿਆਪਨ : 06 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ**

**ਵਿਸ਼ੇ ਵਿੱਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ: 35%**

**ਲਿਖਤੀ ਪਰੀਖਿਆ: 70 ਅੰਕ**

**ਸਮਾਂ : 3 ਘੰਟੇ**

**ਸਿਲੇਬਸ ਤੇ ਪਾਠ ਪੁਸਤਕਾਂ**

ਭਾਗ-ੳ: ਬੱਤਖ ਦੇ ਪੰਤਾ ਜਿਹੇ ਸਫੈਦ ਦਿਨ (ਨਾਵਲਿਟ)-ਪ੍ਰਗਟ ਸਿੰਘ ਸਿੱਧੂ	12+12= 24
ਭਾਗ-ਅ: (1) ਨਿਬੰਧ-ਰਚਨਾ ਮਨੁੱਖੀ ਜੀਵਨ ਤੇ ਪੰਜਾਬੀ ਸਮਾਜ ਵਿਚ ਕੰਪਿਊਟਰ, ਤਕਨਾਲੋਜੀ, ਵਪਾਰ, ਪ੍ਰਬੰਧਨ ਦੇ ਮਹੱਤਵ ਅਤੇ ਭੂਮਿਕਾ ਬਾਰੇ ਨਿਬੰਧ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।	12
ਭਾਗ- ਅ (2) ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ ਅਤੇ ਅਨੁਵਾਦ: (i) ਪ੍ਰਬੰਧ ਨਾਲ ਸੰਬੰਧਿਤ ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ (ਲਗਭਗ 100 ਸਬਦ) ਅੰਗਰੇਜ਼ੀ ਤੋਂ ਪੰਜਾਬੀ ਅਨੁਵਾਦ ਅਤੇ ਵਾਕਾਂ ਵਿਚ ਵਰਤੋਂ	06
(ii) ਵਪਾਰ-ਪ੍ਰਬੰਧਨ ਨਾਲ ਸੰਬੰਧਿਤ ਕਿਸੇ ਅੰਗਰੇਜ਼ੀ ਪੈਰੇ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ	06

ਭਾਗ-ੳ: ਪਾਠਕ੍ਰਮ ਦੇ ਭਾਗ-ੳ ਅਤੇ ਭਾਗ-ਅ ਦੇ ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ ਵਾਲੇ ਭਾਗ ਵਿੱਚੋਂ ਸੰਖੇਪ ਉਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ।

**ਅੰਕ-ਵੰਡ ਅਤੇ ਪੇਪਰ ਸੈਂਟਰ ਲਈ ਹਦਾਇਤਾਂ**

1. ਪਾਠਕ੍ਰਮ ਦੇ ਦੋ ਭਾਗ ੳ ਅਤੇ ਅ ਹਨ ਪਰ ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਤਿੰਨ ਭਾਗ ੳ ਅ ੲ ਹੋਣਗੇ।
  2. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਭਾਗ ੳ ਵਿੱਚ ਨਾਵਲਿਟ ਦਾ ਵਿਸ਼ਾ/ਸਾਰ/ਕਥਾਨਕ ਅਤੇ ਪਾਠਕ ਦੇ ਪ੍ਰਭਾਵਾਂ ਬਾਰੇ ਵਿਸਤ੍ਰਿਤ ਪ੍ਰਸ਼ਨ ਪੁੱਛਿਆ ਜਾਵੇਗਾ (ਤਿੰਨ ਵਿੱਚੋਂ ਇੱਕ) 12
  3. ਭਾਗ ੳ ਵਿੱਚੋਂ ਨਾਵਲਿਟ ਦੇ ਪਾਤਰਾਂ ਦੀ ਜਾਣ-ਪਛਾਣ ਕਰਵਾਉਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। (ਚਾਰ ਵਿੱਚੋਂ ਦੋ)  $2 * 6 = 12$
  4. ਭਾਗ-ਅ ਕਿਸੇ ਵਿਸ਼ੇ ਤੇ ਨਿਬੰਧ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। (ਤਿੰਨ ਵਿੱਚੋਂ ਇੱਕ) 12
  - ਅ-2 ਦੇ ਉਪ-ਭਾਗ (i) ਵਿਚ 10 ਅੰਗਰੇਜ਼ੀ ਸ਼ਬਦਾਂ ਵਿਚੋਂ 6 ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ ਕਰਕੇ ਵਾਕਾਂ ਵਿਚ ਵਰਤੋਂ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। 06
  - ਭਾਗ -ਅ 2 ਦੇ ਉਪਭਾਗ (ii) ਵਿਚ ਵਣਜ ਵਪਾਰ ਤੇ ਵਪਾਰ-ਪ੍ਰਬੰਧ ਨਾਲ ਸੰਬੰਧਿਤ ਇਕ ਪੈਰਾ ਦੇ ਕੇ ਉਸ ਦਾ ਅੰਗਰੇਜ਼ੀ ਵਿਚ ਅਨੁਵਾਦ ਕਰਨ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। 06
  5. ਭਾਗ-ੲ: ਇਸ ਵਿਚ ਪਾਠਕ੍ਰਮ ਦੇ ਭਾਗ ੳ ਅਤੇ ਭਾਗ ਅ (i) ਵਾਲੇ ਭਾਗ ਵਿੱਚੋਂ ਸੰਖੇਪ ਉਤਰਾਂ ਵਾਲੇ 11 (ਨਾਵਲ ਵਿੱਚੋਂ 6 ਅਤੇ ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ ਵਿੱਚੋਂ 5 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ)। ਵਿਦਿਆਰਥੀ ਨੇ ਸਾਰੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਸੰਖੇਪ ਉਤਰ ਦੇਣੇ ਹੋਣਗੇ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 2 ਅੰਕ ਹੋਣਗੇ।  $2 * 11 = 22$
- ਨੋਟ: ਅਦਰੂਨੀ ਮੁਲਾਕਾਤ ਦੇ ਅੰਕਾਂ ਵਿੱਚੋਂ ਅਸਾਈਨਮੈਂਟ ਦੇ ਕਾਰਜ ਲਈ ਪੰਜਾਬੀ ਵਿਚ ਕੰਪਿਊਟਰ ਅਤੇ ਇੰਟਰਨੈੱਟ ਨਾਲ ਸੰਬੰਧਿਤ ਸੰਖੇਪ ਅਖਸ਼ਾਹੀ ਲੇਖਾਂ ਅਤੇ ਬਲੌਗ-ਰਚਨਾਵਾਂ ਦੀ 20-25 ਪੰਨਿਆਂ ਦੀ ਸਕਰੈਪ ਬੁੱਕ ਤਿਆਰ ਕਰਵਾਈ ਜਾਵੇਗੀ। ਉਸ ਦੇ ਆਧਾਰ 'ਤੇ ਅਸਾਈਨਮੈਂਟ ਦੇ ਅੰਕ ਲਗਾਏ ਜਾਣਗੇ। ਮੌਲਿਕ ਲੇਖਣੀ ਨੂੰ ਤਰਜੀਹ ਦਿੱਤੀ ਜਾਵੇ।

ਬੀ.ਏ./ਬੀ.ਐਸਸੀ.(ਮੈਡੀਕਲ ਅਤੇ ਨਾਨ ਮੈਡੀਕਲ)/ ਬੀ.ਐਸਸੀ.(ਸੀ. ਐਸ. ਐਮ) /ਬੀ.ਬੀ.ਏ./ਬੀ.ਸੀ.ਏ. ਭਾਗ ਪਹਿਲਾ  
(ਸਮੈਸਟਰ ਪਹਿਲਾ)

BMG117(a)T : ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ (ਮੁੱਢਲਾ ਗਿਆਨ)

ਕੁੱਲ ਅੰਕ : 100

ਬਾਹਰੀ ਮੁਲਾਂਕਣ : 70 ਅੰਕ

ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ : 30 ਅੰਕ

ਵਿਸ਼ੇ ਵਿੱਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 35 %

ਅਧਿਆਪਨ : 06 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ

ਸਮਾਂ : 3 ਘੰਟੇ

ਨੋਟ : ਵਿਦਿਆਰਥੀਆਂ ਵੱਲੋਂ ਪਾਸ ਹੋਣ ਲਈ ਬਾਹਰੀ ਮੁਲਾਂਕਣ ਅਤੇ ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ ਦੇ ਅੰਕਾਂ ਵਿੱਚੋਂ ਅਲੱਗ-ਅਲੱਗ 35% ਅੰਕ ਲੈਣੇ ਜ਼ਰੂਰੀ ਹਨ।

ਪਾਠਕ੍ਰਮ ਦਾ ਉਦੇਸ਼ : ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਗੁਰਮੁਖੀ ਲਿਪੀ ਦਾ ਸੰਪੂਰਨ ਗਿਆਨ ਦੇਣਾ।

ਪਾਠਕ੍ਰਮ ਦੀ ਸਾਰਥਕਤਾ :

1. ਵਿਦਿਆਰਥੀ ਇਸ ਰਾਹੀਂ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਨੂੰ ਲਿਖਣ ਵਾਸਤੇ ਵਰਤੀ ਜਾਣ ਵਾਲੀ ਲਿਪੀ ਦਾ ਗਿਆਨ ਹਾਸਲ ਕਰਨਗੇ।
2. ਇਸ ਰਾਹੀਂ ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ ਦੇ ਜ਼ਰੀਏ ਗੁਰਮੁਖੀ ਵਰਣਮਾਲਾ ਦਾ ਸ਼ੁੱਧ ਉਚਾਰਨ ਕਰਨ ਅਤੇ ਇਸ ਨੂੰ ਪੜ੍ਹਨ ਦੇ ਸਮਰੱਥ ਹੋਣਗੇ।
3. ਇਸ ਰਾਹੀਂ ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਸ਼ਬਦ-ਜੋੜ ਦੀ ਮੁੱਢਲੀ ਜਾਣਕਾਰੀ ਹਾਸਲ ਕਰਨਗੇ।

ਪਾਠਕ੍ਰਮ  
ਭਾਗ-ੳ

ਭਾਗ ੳ-(1) ਗੁਰਮੁਖੀ ਵਰਣਮਾਲਾ ਤੇ ਲੇਖਣ-ਪ੍ਰਬੰਧ :

(ੳ) ਅੱਖਰ ਸਿੱਖਿਆ : ਤਰਤੀਬਵਾਰ

(ਅ) ਭੁਲਾਵੇਂ ਅੱਖਰ

(ੲ) ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਅੱਖਰ

12 ਅੰਕ

(2) ਮਾਤਰਾ ਰਹਿਤ ਸ਼ਬਦ-ਜੋੜ :

(ੳ) ਦੇ ਅੱਖਰੀ ਸ਼ਬਦ-ਜੋੜ

(ਅ) ਤਿੰਨ ਅੱਖਰੀ ਸ਼ਬਦ-ਜੋੜ

(ੲ) ਬਹੁ ਅੱਖਰੀ ਸ਼ਬਦ-ਜੋੜ

12 ਅੰਕ

ਭਾਗ-ਅ

ਭਾਗ ਅ-(1) ਲਗਾਂ-ਮਾਤਰਾ ਅਤੇ ਲਗਾਖਰ :

(ੳ) ਲਗਾਂ-ਮਾਤਰਾ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ

(ਅ) ਲਗਾਖਰਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ

(ੲ) ਮੁਹਾਰਨੀ

12 ਅੰਕ

(2) ਪੰਜਾਬੀ ਧੁਨੀ ਪ੍ਰਬੰਧ :

(ੳ) ਸਵਰ ਵਾਹਕ ਅਤੇ ਸਵਰ ਧੁਨੀਆਂ ਦੀ ਪਰਿਭਾਸ਼ਾ

(ਅ) ਵਿਅੰਜਨ ਧੁਨੀਆਂ ਦੀ ਪਰਿਭਾਸ਼ਾ

(ੲ) ਵਰਗ ਪ੍ਰਬੰਧ : ਕ-ਵਰਗ, ਚ-ਵਰਗ, ਟ-ਵਰਗ, ਤ-ਵਰਗ, ਪ-ਵਰਗ, ਯ-ਵਰਗ ਦੇ ਉਚਾਰਨ ਸਥਾਨ ਨਾਲ ਪਛਾਣ

(ਸ) ਅੱਖਰਾਂ (ਦੁੱਤ ਵਿਅੰਜਨਾਂ) ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।

12 ਅੰਕ

### ਭਾਗ-ੲ

ਸਾਰੇ ਪਾਠਕ੍ਰਮ 'ਤੇ ਅਧਾਰਿਤ ਸੰਖੇਪ ਪ੍ਰਸ਼ਨਾਂ ਵਾਲੇ 11 ਉੱਤਰ

11x2=22 ਅੰਕ

### ਪੇਪਰ ਸੈਟਰ ਲਈ ਹਦਾਇਤਾਂ :

1. ਵਿਦਿਆਰਥੀ ਪਹਿਲੀ ਵਾਰ ਗੁਰਮੁਖੀ ਲਿਪੀ ਸਿੱਖ ਰਹੇ ਹਨ। ਹੋ ਸਕਦਾ ਹੈ ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਤੋਂ ਵੀ ਅਣਜਾਣ ਹੋਣ। ਇਸ ਲਈ ਪ੍ਰਸ਼ਨਾਂ ਦਾ ਪੱਧਰ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਸੀਮਾ ਨੂੰ ਧਿਆਨ ਵਿੱਚ ਰੱਖ ਕੇ ਨਿਸ਼ਚਤ ਕੀਤਾ ਜਾਵੇ।
2. ਸਾਰੇ ਭਾਗਾਂ ਵਿੱਚੋਂ ਹੀ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ।
3. ਸਰਲ ਅਤੇ ਸਪੱਸ਼ਟ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ।
4. ਵਰਣਾਤਮਕ ਪ੍ਰਸ਼ਨ ਬਿਲਕੁਲ ਵੀ ਨਾ ਪੁੱਛੇ ਜਾਣ। ਭਾਵ ਕਿ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਕਿਸੇ ਪ੍ਰਸ਼ਨ ਦਾ ਵਿਸਥਾਰਪੂਰਵਕ ਉੱਤਰ ਦੇਣ ਲਈ ਨਾ ਕਿਹਾ ਜਾਵੇ।
5. ਵਿਦਿਆਰਥੀ ਨੂੰ ਲਿਪੀ ਦਾ ਬੋਧ ਕਰਵਾਉਣ ਲਈ ਧੁਨੀਆਂ, ਲਿਪੀ ਚਿੰਨ੍ਹਾਂ ਦੀ ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ ਸਬੰਧੀ ਸੰਖੇਪ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ। ਲੋੜ ਅਨੁਸਾਰ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਛੋਟ ਜਾਂ ਚੋਣ ਦੇਣੀ ਲਾਜ਼ਮੀ ਹੈ।

### ਸਹਾਇਕ ਪਾਠ ਸਮੱਗਰੀ:

1. ਸਤਿਨਾਮ ਸਿੰਘ ਸੰਧੂ, ਆਓ ਪੰਜਾਬੀ ਸਿਖੀਏ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2009, (ਹਿੰਦੀ ਤੋਂ ਪੰਜਾਬੀ ਸਿੱਖਣ ਲਈ)
2. ਸਤਿਨਾਮ ਸਿੰਘ ਸੰਧੂ, ਗੁਰਮੁਖੀ ਸਿੱਖੋ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2011. (ਅੰਗਰੇਜ਼ੀ ਤੋਂ ਪੰਜਾਬੀ ਸਿੱਖਣ ਲਈ)
3. ਸੀਤਾ ਰਾਮ ਬਾਹਰੀ, ਪੰਜਾਬੀ ਸਿਖੀਏ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2002 (ਹਿੰਦੀ)
4. ਚਰਨਜੀਤ ਸਿੰਘ ਤੇਜਾ (ਸੰਪਾ.), ਠੇਠ ਪੰਜਾਬੀ ਪਹਿਲੀ ਕਿਤਾਬ (5ਆਬ ਕਾਰਪੋਰੇਸ਼ਨ), ਸੰਨ ਸੰਤਾਲੀ ਪਬਲੀਕੇਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ, 2017
5. ਰਾਜਵਿੰਦਰ ਸਿੰਘ, ਪੰਜਾਬੀ ਗਿਆਨ ਸੀ.ਡੀ. (ਕੰਪਿਊਟਰ ਐਪਲੀਕੇਸ਼ਨ ਟੂ-ਲਰਨ ਐਂਡ ਟੀਚ ਪੰਜਾਬੀ), ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ 2011.
6. Hardev Bahri, Teach Yourself Punjabi, Publication Bureau, Punjabi University, Patiala, 2011.
7. Henry A. Gleason and Harjeet Singh Gill, A Start in Punjabi, Publication Bureau, Punjabi University, Patiala, 1997.

## **BBA121T: Organisational Behaviour**

**Time Allowed: 3 Hrs.**

**Lecture to be delivered: 45-55hrs.**

**Min. Passing Marks: 35%**

**Max Marks: 100**

**Theory: 70**

**Internal Assessment: 30**

### **Course Description:**

This course will cover principles and concepts to understand how individuals interact with each other and their environment in organizational contexts. Students will explore topics such as motivation, perception, personality, leadership, group decision-making, culture, and conflict resolution through a blend of theoretical frameworks and real-world applications.

### **Course Objectives:**

**CO1:** To develop basic understanding of the concept of human behavior and organization.

**CO2:** To highlight the importance of OB in modern organizations.

**CO3:** To understand individual and group behavior in the workplace to improve the effectiveness of an organization.

**CO4:** To critically evaluate leadership styles and strategies.

### **Instructions for Paper-setters/Examiners:**

The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. Section C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

**Instructions for the candidates:** Candidates are required to attempt two questions each from the sections A & B of the question paper and the entire section C is Compulsory.

### **Course Content:**

## **UNIT-I**

**Introduction:** Definition, Nature and Scope of Organizational Behavior, Need for Studying Organizational Behavior, Disciplines that Contribute to OB, OB Models, Challenges and Opportunities of OB,

### **Individual behavior:**

**Perception:** Meaning, Process, Improving Perception, **Personality:** Development Determinants of Personality, Personality Traits, **Learning:** Theories and Principles of Learning, **Motivation:** Meaning and Importance, Theories of Motivation Maslow's need Theory, ERG Theory, Theory X and Theory Y, Two Factor Theory, Vroom's Expectancy Theory.

## **UNIT-II**

### **Group Behavior:**

**Groups:** Definition, Types, Group Development, Groups Norms, Group Cohesiveness, Group Decision Making, **Conflict:** Individual Conflict, Interpersonal Conflict, Group Conflict,

Resolving Conflict. **Leadership:** Leadership Styles, Traits of good Leader, Difference between Leader and Manager, **Organizational Culture:** Meaning, Definition, Concept, Characteristics, Types of Culture, Functions of Culture, Creating and Sustaining Culture, Learning Culture, **Organizational Change:** Forces of change, Planned change, Resistance, Approaches.

### **Text Books (Latest Editions):**

1. Robbins, Stephen-Organizational Behavior Prentice Hall of India Ltd., New Delhi.
2. Luthans Fred-Organizational Behavior: An Evidence-Based Approach - McGraw Hill Publishers Co. Ltd., New Delhi.
3. Prasad, L.M-Organizational Theory Behavior-Sultan Chand & Sons, New Delhi.
4. Rao, VS P-Organization Behavior-Himalaya Publishing House
5. Aswathappa.K.-Organizational Behavior-Himalaya Publishing House, Mumbai, 18th Edition.

## **BBA122T: Marketing Management**

**Time Allowed: 3 Hrs.**

**Max Marks: 100**

**Lecture to be delivered: 45-55hrs.**

**Theory: 70**

**Min. Passing Marks: 35%**

**Internal Assessment: 30**

**Course Description:** Marketing management course is designed to help undergraduate students gain a broad, foundational understanding of the basic components of modern marketing. This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course is intended to bring in key principles and activities crucial for the role that marketing has in an organization.

### **Course Objective(s):**

**CO1:** Develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business.

**CO2:** Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives

**CO3:** It also explores best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude and timing.

### **Instructions for Paper-setters/Examiners:**

The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. Section C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

**Instructions for the candidates:** Candidates are required to attempt two questions each from the sections A & B of the question paper and the entire section C is Compulsory.

### **Course Content:**

## **Unit-I**

**Introduction:** Nature, Scope and Importance of Marketing, Evolution of Marketing, Core marketing concepts, Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept,

**Marketing Environment:** Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. Targeting and Positioning: Concept,

**Segmentation:** Levels of Market Segmentation, Basis for Segmenting, Consumer Markets;

**Consumer Behavior:** Consumer Buying Decision Process, Factors affecting consumer behavior.

**Product decisions:** Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling, New Product Development.

## **Unit- II**

**Pricing Decisions:** Determinants of Price, Pricing Methods

**Promotion Decisions:** Factors determining promotion mix, Promotional Tools-Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling.

**Marketing Channel Decision:** Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers

**Marketing of Services:** unique characteristics of services, marketing strategies for service firms-7Ps.

**Contemporary issues in Marketing,** Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing Green Marketing (Introductory aspects only).

### **Readings: Text Books (Latest Editions):**

1. Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd.
2. Aaker, D. A. and Moorman Christine, Strategic Market Management: Global Perspectives. John Wiley & Sons.
3. Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth
4. Marketing Management. Pearson Higher Education
5. Kotler, P., Armstrong, G., and Agnihotri, P. Y. Principles of Marketing (17th edition). Pearson Education.
6. Ramaswamy, V.S. & Namakumari, S. Marketing Management: Indian Context Global Perspective (6<sup>th</sup> edition). Sage Publications India Pvt. Ltd.
7. Sheth, J. N., & Sisodia, R. S. (Eds). Does Marketing Need Reform?: Fresh Perspectives on the Future. Routledge.
8. Percy, L. Strategic Integrated Marketing Communications. Routledge.
9. Chaffey, D., & Ellis-Chadwick, F. Digital Marketing (7th edition). Pearson Higher Education.

## **BBA123T: BUSINESS ECONOMICS**

**Time Allowed: 3 Hrs.**

**Max Marks: 100**

**Lecture to be delivered: 45-55hrs.**

**Theory: 70**

**Min. Passing Marks: 35%**

**Internal Assessment: 30**

**Course Description:** Business economics uses economic concepts and principles by emphasizing on demand and supply analysis, production & cost analysis and different market structures which are fundamental for further study. This course also introduces important macroeconomic concepts which are indispensable for understanding the functioning of an economy that might affect business performance.

### **Course Objectives:**

**CO1:** It equips students with fundamental concepts of microeconomics.

**CO2:** Business economics delves into the complexities of market structures, helping students navigate challenges such as competition, regulatory environments, and technological disruptions.

**CO3:** It fosters critical thinking by analyzing real-world case studies, enabling students to propose innovative solutions to business problems.

**CO4:** A grasp of business economics is essential for aspiring entrepreneurs, managers, and analysts seeking to thrive in today's dynamic and interconnected business landscape.

### **Instructions for Paper-setters/Examiners:**

The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. Section C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

**Instructions for the candidates:** Candidates are required to attempt two questions each from the sections A & B of the question paper and the entire section C is Compulsory.

### **Course Content:**

## **Unit-I**

**Nature and scope of Business Economics,** Role of Business,

**Demand:** Demand Classification, Elasticity of Demand, Meaning of demand and its types, Law of demand. Price elasticity of demand its measurement.

**Consumer's Behaviour:** Utility approach: Brief outline of law of diminishing marginal utility law of equi- marginal utility. Indifference Curve Approach: Consumer equilibrium; Income, Price and Substitution effect, **Theory of Supply:** Concept and law of supply, factors affecting supply, Elasticity of Supply

## **Unit-II**

**Theory of Production:** Law of variable proportion: total, average and marginal physical production, Law of Returns to scale, Economies and diseconomies of scale.

**Theory of Cost:** Short and Long period costs, Concept of total cost, Marginal and Average cost, cost in short- run and long-run.

**Concept of revenue:** Total Revenue, Average Revenue Relationship between Average and Marginal Revenue and Price elasticity of demand.

**Pricing Under Various Market Conditions:** Perfect Competition Equilibrium of Firm and Industry under Perfect Competition, Monopoly Price determination under Monopoly Monopolistic Competition - Price and Output, determination under Monopolistic Competition.

### **Text Books (Latest Editions):**

1. Varian. H.R: Micro Economics A modern Approach
2. Mc Connell & Brue: Micro Economics Principal, problems & policies. McGraw Hills Professional Publication.
3. Ahuja, H.L. Advanced Economic theory
4. Jain K.P. Advanced Economic theory
5. Jhingan M.L. Modern Micro Economic

## **BBA124T: Computer Applications for Business**

**Min Passing Marks: 35 %**

### **Unit-I**

**Computer Fundamentals:** Definition of computer, Components of a computer system, Brief history of evolution of computers and generation of computers. Internal and External Memory Storage: RAM, ROM, PROM, EPROM.

Commonly used Input/output/Memory storage devices: Punched Card, VDU, CRT. Difference between Hardware & Software. Types of software system. Software & Application software, Interpreter. Operating System: Definition, Types of operating on the Basis of processing. Introduction to various types of operating system such as windows & DOS Overview and Anatomy of windows, Working with files and folder in windows.

### **Unit-II**

**MS-Word:** Overview, Creating, Saving, Opening, Importing, Exporting & Inserting files. Formatting pages, paragraphs and sections. Indents and outdates. Creating lists and numbering. Heading Styles, Fonts and size editing, positioning & viewing text. Finding & replacing text, inserting page breaks, page numbers, book marks, symbols & dates. Using tabs and tables Header, Footer & Printings.

**MS-Excel:** Worksheet overview. Entering information. Worksheet. Opening and saving workbook. Formatting number and texts. Protecting cells. Producing Charts and printing operations graphs.

**MS-Power Point:** Presentation Basics Menus & Toolbars. Opening & Saving & existing presentation creating & Saving a presentation using auto content wizard. Design Template Blank Presentation. The slides sorter view. Insert slides from another presentation. Inserting pictures and graphics. Slide show, printing, slides.

**Practical:** MS-Word, MS-Excel, MS-PowerPoint.

### **Recommended Readings:**

1. V. Rajaraman : Understanding Computers
2. Peter Norton : Introduction to Computers
3. Sanjay Saxena : A First Course in Computers
4. B.Ram : Computer Fundamentals
5. Alexis Leon : Introduction to Computers with MS-Office 2000

## **BBA125P: Seminar Media Literacy**

**Internal Evaluation: 50 Marks**  
**Minimum Passing Marks: 35%**

### **Course Description**

This course equips students with essential media literacy and critical thinking skills to analyze and navigate various media forms. It covers the dynamics of media production and ownership in India, ethical and regulatory considerations, and enhances digital literacy for responsible online engagement. Through comprehensive study and practical exercises, students will learn to critically engage with media content, uncover biases, and make informed decisions in media consumption and production.

### **Course Objectives:**

**CO1:** Develop critical thinking skills to analyse various media forms effectively and identify underlying biases

**CO2:** Foster media literacy principles for navigating digital media landscapes and evaluating credibility.

**CO3:** Explore media production dynamics and ownership structures in the Indian context.

**CO4:** Address ethical and regulatory considerations in media practices.

**CO5:** Enhance digital media literacy for responsible online engagement and combating misinformation.

### **Course Content:**

#### **Unit-I**

**Foundations of Media Literacy and Critical Thinking:** Core principles of media literacy and critical thinking: Definition and significance of media literacy, its historical evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviors.

**Deconstructing Media Texts:** Forms of media texts, including print, broadcast, digital, and social media, Textual analysis and the deconstruction of visual media using semiotics; The impact of media representations on Individual perceptions and societal attitudes, from relevant case studies in the Indian context.

#### **Unit- II**

**Media Consumption and Production Dynamics:** Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content, Techniques for critically evaluating media content and analysing audience consumption patterns

**Ethics, Regulation, and Digital Media Literacy:** Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards; Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship.

## **BBA126P: Workshop on Business Communication-II**

**Internal Evaluation: 50 Marks**  
**Minimum Passing Marks: 35%**

### **Course Description:**

This course focuses on bringing in perspective the importance of Business Communication for organizations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling affective written and oral communication skills in students. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students.

### **Course Objectives:**

**CO1:** To understand the concept, process, and importance of business communication with a strategic imperative.

**CO2:** To help students in understanding the basic principles and techniques of various workplace communication including digital communication skills

**CO3:** To train students to acquire and master intra and interorganizational communication

**CO4:** To train students for communicating effectively for the purpose of gaining employment.

## **Unit-I**

**Written communication:** intra organizational/ departmental workplace communication Need and Types, Basics of Writing Office Circulars, Agenda, Notice, Office Memoranda, Office Orders, NewsLetters, Positive and Negative Messages, Use of Technology for Communication, Effective IT communication tools- Electronic mail: advantages, safety and smartness in writing email, E-mail etiquettes; Use of online social media for communication and Public Relations, Ethical dilemmas in use of social media for communication. Report Writing: Types of Business Reports, responding to request for proposals (RFP), response to RFP, Formal Report- Components and Purpose, Organizing Information-Outlining & Numbering Section, Section Headings, Sub-Headings, & Presentation; Reporting in Digital Age, Writing Reports on Field Work/Visits to Industries, Business Proposals, Summarizing Annual Reports of Companies- Purpose, Structure and Principles; Drafting, Minutes of a Meeting:

**Oral Communication, Professionalism and team work:** Meaning, Nature, and Scope of Effective Oral Communication; Techniques of Effective Speech, Media for Oral Communication- Face-to-Face Conversation, Teleconferences, Press Conference, Telephonic Conversations, Radio Presentation, Public address and Podcast Constructing Oral Report, Group Discussion, Teams communication, Communication during online meeting, Online and offline professional etiquettes; Conducting appraisals, conducting interviews.

## **Unit-II**

**Negotiation Skills and Cross-Cultural Communication:** Negotiation communication with vendors, suppliers, employees and other stakeholders, BATNA & communication during negotiations; Body language and negotiation; Impact of globalization on organizational communication; Cross-Cultural frameworks (ex. Geert Hofstede); Culture & appropriate communication, Etic and Emic approaches to Culture; Communication to a diverse workforce, Overcoming barriers and biases in Cross-Cultural Communication, Building Inter-Cultural Workplace Skills; Cross-cultural etiquettes across clusters/countries.

**Contemporary Communication:** Digital communication individual communicating via social media, organizations communicating via social media, Media Literacy, Strong Digital communication skills- email, instant messaging, video conferencing, e-meetings, digital collaboration, digital citizenship-digital etiquettes & responsibilities; Introduction to personal and organizational websites; communication through podcasts

**Job Searching in Digital Age:** Creating Resume (CV, cover letter), Creating Customized Cover Messages for Job Applications, Purposes and Types of Employment Interviews, Performing Optimally in a Job Interview- Do's and Don'ts Before, During and After the Interview.

### **Text Books (Latest Editions):**

1. AICTE's Prescribed-Communication Skills in English, Khanna Book Publishing.
2. Murphy, H. A., Hildebrandt, H. & Thomas, J.P., Effective Business Communication, McGraw Hill
3. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication
4. Rai, U and Rai, S. M. Business Communication. 9<sup>th</sup> edition. Himalaya Publishers

## BBA127T: ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ

ਅਧਿਆਪਨ: 06 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ  
ਕੁੱਲ ਅੰਕ : 100  
ਸਮਾਂ : 3 ਘੰਟੇ

ਵਿਸ਼ੇ ਵਿੱਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 35%  
ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ : 30 ਅੰਕ  
ਲਿਖਤੀ ਪਰੀਖਿਆ: 70 ਅੰਕ

### ਸਿਲੇਬਸ ਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਭਾਗ-ਉ: ਚੋਣਵੇਂ ਪੰਜਾਬੀ ਨਿਬੰਧ, ਸੰਪਾ. ਡਾ. ਜੋਗਿੰਦਰ ਸਿੰਘ ਪੁਆਰ, ਡਾ. ਪਰਮਜੀਤ ਸਿੰਘ ਸਿੱਧੂ ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ। 12+12=24 ਅੰਕ

ਭਾਗ-ਅ-1. ਵਣਜ ਵਪਾਰ ਅਤੇ ਪ੍ਰਬੰਧ ਬਾਰੇ ਪੱਤਰ/ਈਮੇਲ ਲੇਖਣੀ/ ਮਸ਼ੀਨੀ ਬੁੱਧੀਮਾਨਤਾ ਆਧਾਰਿਤ ਸੋਫਟਵੇਅਰ ਤੋਂ ਗਿਆਨ ਲੈਣ ਲਈ ਸਵਾਲ ਕਰਨ ਦੀ ਵਿਧੀ। 12 ਅੰਕ

ਅ-2 (i) ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ, ਗਿਆਨ ਅਤੇ ਭਾਸ਼ਾ: (i) ਪ੍ਰਬੰਧ ਨਾਲ ਸੰਬੰਧਿਤ ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ (ਲਗਭਗ 100 ਸ਼ਬਦ): ਅੰਗਰੇਜ਼ੀ ਤੋਂ ਪੰਜਾਬੀ ਅਨੁਵਾਦ ਅਤੇ ਵਾਕਾਂ ਵਿਚ ਵਰਤੋਂ। 06 ਅੰਕ

(ii) ਗਿਆਨ ਵਿਗਿਆਨ ਅਤੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ: ਦੂਜੀਆਂ ਭਾਸ਼ਾਵਾਂ ਵਿੱਚੋਂ ਤਕਨੀਕੀ ਸ਼ਬਦ ਉਧਾਰ ਲੈਣ ਦੇ ਤਰੀਕੇ (ਤੱਤਸਮ, ਤਦਭਵ) ਸ਼ਬਦ ਘਾੜਤ, ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ ਦੇ ਸ਼ਬਦਜੋੜਾਂ ਅਤੇ ਉਚਾਰਣ ਦਾ ਨਿਰਧਾਰਣ, ਸ਼ਬਦ-ਜੋੜਾਂ ਦਾ ਟਕਸਾਲੀਕਰਨ ਤੇ ਇੱਕਸਾਰਤਾ ਦਾ ਸਵਾਲ 06 ਅੰਕ

ਭਾਗ-ੲ ਉਪਰੋਕਤ ਸਿਲੇਬਸ 'ਤੇ ਆਧਾਰਿਤ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ।

### ਅੰਕ-ਵੰਡ ਅਤੇ ਪੇਪਰ ਸੈਂਟਰ ਲਈ ਹਦਾਇਤਾਂ

1. ਪਾਠਕ੍ਰਮ ਦੇ ਦੋ ਭਾਗ ਓ ਅਤੇ ਅ ਹਨ ਪਰ ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਨੂੰ ਤਿੰਨ ਭਾਗਾਂ ਓ, ਅ ਅਤੇ ਏ ਵਿਚ ਵੰਡਿਆ ਜਾਵੇਗਾ।
2. ਭਾਗ ਓ ਵਿੱਚੋਂ: (i) ਕਿਸੇ ਇੱਕ ਦਾ ਵਿਸ਼ਾ/ਸਾਰ (ਤਿੰਨ ਵਿੱਚੋਂ ਇੱਕ) 12 ਅੰਕ  
(ii) ਨਿਬੰਧਾਂ ਵਿਚਲੇ ਵਿਚਾਰਾਂ ਸਬੰਧੀ ਛੋਟੇ ਉੱਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ। (ਪੰਜ ਵਿੱਚੋਂ ਦੋ) 2x6=12 ਅੰਕ
4. ਭਾਗ ਅ-1 ਕਿਸੇ ਵਿਸ਼ੇ ਤੇ ਪੱਤਰ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। (ਤਿੰਨ ਵਿੱਚੋਂ ਇੱਕ) 12 ਅੰਕ

ਅ-2 ਦੇ ਉਪਭਾਗ (i) ਵਿੱਚੋਂ 10 ਅੰਗਰੇਜ਼ੀ ਸ਼ਬਦਾਂ ਵਿੱਚੋਂ 6 ਦਾ ਪੰਜਾਬੀ ਅਨੁਵਾਦ ਤੇ ਵਾਕਾਂ ਵਿਚ ਵਰਤੋਂ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। ਅਤੇ ਉਪਭਾਗ (ii) ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ ਜਿਨ੍ਹਾਂ ਵਿੱਚੋਂ ਵਿਦਿਆਰਥੀ ਨੂੰ ਇੱਕ ਪ੍ਰਸ਼ਨ ਦਾ ਉੱਤਰ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।

06+06 = 12 ਅੰਕ

5. ਭਾਗ-ੲ ਵਿਚ ਪਾਠਕ੍ਰਮ ਦੇ ਭਾਗ ਓ ਅਤੇ ਭਾਗ ਅ-2 ਵਿੱਚੋਂ ਸਾਂਝੇ ਤੌਰ 'ਤੇ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ 11 (ਪਾਠ ਪੁਸਤਕ ਚੋਣਵੇਂ ਪੰਜਾਬੀ ਨਿਬੰਧ ਵਿੱਚੋਂ 06 ਅਤੇ ਭਾਗ ਅ-2 ਵਿੱਚੋਂ 05) ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਵਿਦਿਆਰਥੀ ਨੇ ਸਾਰੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਸੰਖੇਪ ਉੱਤਰ ਦੇਣੇ ਹੋਣਗੇ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 2 ਅੰਕ ਹੋਣਗੇ। 11 x 2=22 ਅੰਕ

ਨੋਟ: ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ ਦੇ ਅੰਕਾਂ ਵਿੱਚੋਂ ਅਸਾਈਨਮੈਂਟ ਦੇ ਕਾਰਜ ਲਈ ਪੰਜਾਬੀ ਵਿਚ ਕੰਪਿਊਟਰ ਅਤੇ ਇੰਟਰਨੈੱਟ ਨਾਲ ਸੰਬੰਧਿਤ ਸੰਖੇਪ ਅਖ਼ਬਾਰੀ ਲੇਖਾਂ ਅਤੇ ਬਲੌਗ-ਰਚਨਾਵਾਂ ਦੀ 20-25 ਪੰਨਿਆਂ ਦੀ ਸਕਰੈਪ ਬੁੱਕ ਤਿਆਰ ਕਰਵਾਈ ਜਾਵੇਗੀ। ਉਸ ਦੇ ਆਧਾਰ 'ਤੇ ਅਸਾਈਨਮੈਂਟ ਦੇ ਅੰਕ ਲਗਾਏ ਜਾਣਗੇ। ਮੌਲਿਕ ਲੇਖਣੀ ਨੂੰ ਤਰਜੀਹ ਦਿੱਤੀ ਜਾਵੇ।

**ਬੀ.ਏ./ਬੀ.ਐਸਸੀ. (ਮੈਡੀਕਲ ਅਤੇ ਨਾਨ ਮੈਡੀਕਲ) / ਬੀ.ਐਸਸੀ. (ਸੀ ਐਸ ਐਮ) / ਬੀ.ਬੀ.ਏ/ ਬੀ.ਸੀ.ਏ. ਭਾਗ ਪਹਿਲਾ**  
**(ਸਮੈਸਟਰ ਦੂਜਾ)**  
**BMG127(a)T: ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ (ਮੁੱਢਲਾ ਗਿਆਨ)**

**ਕੁੱਲ ਅੰਕ: 100**

**ਬਾਹਰੀ ਮੁਲਾਂਕਣ: 70 ਅੰਕ**

**ਹਫ਼ਤਾ**

**ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ : 30 ਅੰਕ**

**ਵਿਸ਼ੇ ਵਿੱਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ: 35%**

**ਅਧਿਆਪਨ: 06 ਪੀਰੀਅਡ ਪ੍ਰਤੀ**

**ਸਮਾਂ : 3 ਘੰਟੇ**

**ਨੋਟ:** ਵਿਦਿਆਰਥੀਆਂ ਵੱਲੋਂ ਪਾਸ ਹੋਣ ਲਈ ਬਾਹਰੀ ਮੁਲਾਂਕਣ ਅਤੇ ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ ਦੇ ਅੰਕਾਂ ਵਿੱਚੋਂ ਅਲੱਗ-ਅਲੱਗ **35%** ਅੰਕ ਲੈਣੇ ਜ਼ਰੂਰੀ ਹਨ।

**ਪਾਠਕ੍ਰਮ ਦਾ ਉਦੇਸ਼:** ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਸ਼ਬਦ-ਜੋੜ, ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ, ਵਿਆਕਰਣਕ ਵਰਗ ਅਤੇ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ ਰਾਹੀਂ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਜਾਣਕਾਰੀ ਦੇਣਾ।

**ਪਾਠਕ੍ਰਮ ਦੀ ਸਾਰਥਕਤਾ :**

1. ਇਸ ਰਾਹੀਂ ਵਿਦਿਆਰਥੀ ਮਾਤਰਾਵਾਂ ਸਹਿਤ ਪੰਜਾਬੀ ਸ਼ਬਦ-ਜੋੜ ਦੀ ਜਾਣਕਾਰੀ ਹਾਸਲ ਕਰਨਗੇ।
2. ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ ਅਤੇ ਵਿਆਕਰਣਕ ਵਰਗ ਰਾਹੀਂ ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀਆਂ ਬਾਰੀਕੀਆਂ ਨੂੰ ਜਾਣਗੇ।
3. ਵਿਦਿਆਰਥੀ ਰੋਜ਼ਾਨਾ ਪੰਜਾਬੀ ਜਨ-ਜੀਵਨ ਵਿੱਚ ਵਰਤੀ ਜਾਣ ਵਾਲੀ ਸ਼ਬਦਾਵਲੀ ਬਾਰੇ ਗਿਆਨ ਹਾਸਲ ਕਰਕੇ ਉਸ ਨੂੰ ਰੋਜ਼ਾਨਾ ਜ਼ਿੰਦਗੀ ਵਿੱਚ ਵਰਤਣ ਦੇ ਯੋਗ ਬਣਨਗੇ।
4. ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਨੂੰ ਪੜ੍ਹਨ ਅਤੇ ਲਿਖਣ ਵਿੱਚ ਸੁਧਾਰ ਆਵੇਗੀ।
5. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਗਿਆਨ ਹਾਸਲ ਕਰਕੇ ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਸਾਹਿਤ ਅਤੇ ਸੱਭਿਆਚਾਰ ਨਾਲ ਜੁੜਨਗੇ।

**ਪਾਠਕ੍ਰਮ**  
**ਭਾਗ-ੳ**

**ਭਾਗ ੳ – (1) ਮਾਤਰਾ ਸਹਿਤ ਸ਼ਬਦ ਜੋੜ :**

- (ੳ) ਦੇ ਅੱਖਰੀ ਸ਼ਬਦ-ਜੋੜ
- (ਅ) ਤਿੰਨ ਅੱਖਰੀ ਸ਼ਬਦ-ਜੋੜ
- (ੲ) ਬਹੁ ਅੱਖਰੀ ਸ਼ਬਦ-ਜੋੜ

**12 ਅੰਕ**

**(2) ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ ਨਾਲ ਜਾਣ ਪਛਾਣ :**

- (ੳ) ਗਿਣਤੀ (1 ਤੋਂ 100 ਤੱਕ)
- (ਅ) ਹਫ਼ਤੇ ਦੇ ਦਿਨ
- (ੲ) ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ : ਅੰਗਰੇਜ਼ੀ ਮਹੀਨੇ ਅਤੇ ਦੇਸੀ ਮਹੀਨੇ
- (ਸ) ਰੁੱਤਾਂ ਦੇ ਨਾਂ
- (ਹ) ਰੰਗਾਂ ਦੇ ਨਾਂ
- (ਕ) ਫਲਾਂ-ਸਬਜ਼ੀਆਂ ਦੇ ਨਾਂ
- (ਖ) ਪਸ਼ੂ-ਪੰਛੀਆਂ ਦੇ ਨਾਂ
- (ਗ) ਪੰਜਾਬੀ ਰਿਸ਼ਤਾ-ਨਾਤਾ ਪ੍ਰਬੰਧ ਦੀ ਸ਼ਬਦਾਵਲੀ
- (ਘ) ਘਰੇਲੂ ਵਸਤਾਂ ਦੀ ਸ਼ਬਦਾਵਲੀ

**12 ਅੰਕ**

**ਭਾਗ-ਅ**

**ਭਾਗ ਅ - (1) ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ ਦੀ ਪਛਾਣ :**

- (ੳ) ਨਾਂਵ, ਪੜਨਾਂਵ
- (ਅ) ਕਿਰਿਆ
- (ੲ) ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ
- (ਸ) ਸੰਬੰਧਕ, ਯੋਜਕ
- (ਹ) ਵਿਸਮਿਕ, ਨਿਪਾਤ

12 ਅੰਕ

- (2) ਵਿਆਕਰਣਕ ਵਰਗਾਂ ਦੀ ਪਛਾਣ :
- (ੳ) ਲਿੰਗ
  - (ਅ) ਵਚਨ
  - (ੲ) ਪੁਰਖ
  - (ਸ) ਕਾਲ

12 ਅੰਕ

### ਭਾਗ-ੲ

ਸਾਰੇ ਪਾਠਕ੍ਰਮ 'ਤੇ ਆਧਾਰਿਤ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ 11 ਪ੍ਰਸ਼ਨ।

11×2=22 ਅੰਕ

#### ਪੇਪਰ ਸੈਟਰ ਲਈ ਹਦਾਇਤਾਂ:

- ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਕੇਵਲ ਮੁੱਢਲੀ ਜਾਣਕਾਰੀ ਹੀ ਹੈ। ਇਸ ਲਈ ਪ੍ਰਸ਼ਨਾਂ ਦਾ ਪੱਧਰ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਸੀਮਾ ਨੂੰ ਧਿਆਨ ਵਿੱਚ ਰੱਖ ਕੇ ਨਿਸ਼ਚਤ ਕੀਤਾ ਜਾਵੇ।
- ਸਾਰੇ ਭਾਗਾਂ ਵਿੱਚੋਂ ਹੀ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ।
- ਸਰਲ ਅਤੇ ਸਪੱਸ਼ਟ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ।
- ਵਰਣਾਤਮਕ ਪ੍ਰਸ਼ਨ ਬਿਲਕੁਲ ਵੀ ਨਾ ਪੁੱਛੇ ਜਾਣ। ਭਾਵ ਕਿ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਕਿਸੇ ਪ੍ਰਸ਼ਨ ਦਾ ਵਿਸਥਾਰਪੂਰਵਕ ਉੱਤਰ ਦੇਣ ਲਈ ਨਾ ਕਿਹਾ ਜਾਵੇ।
- ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ ਦੇ ਸਾਰੇ ਭਾਗਾਂ ਵਿੱਚੋਂ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ। ਲੋੜ ਅਨੁਸਾਰ ਚੋਣ ਅਤੇ ਛੋਟ ਦਿੱਤੀ ਜਾਵੇ।

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