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MBA (INTEGRATED) (V) SEM,
M.A. M.Sc. Exam. Dec., 2018 2018
First/Third Semester
Pages.....to.....
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MBA I 501 Managerial Economics

- Unit I : **Nature and Scope of Managerial Economics:**
Nature, Scope and Significance of managerial economics. Five Fundamental concepts. Role and Responsibility of Managerial Economists.

- Unit II : **Analysis of Individual Demand :**
Meaning of demand. Measurement of utility. Consumer's equilibrium , The law of demand. Law of diminishing marginal utility, Indifference curve.

- Unit III : **Theory of Production :**
Basic concepts of production. Laws of production, Laws of returns to scale, Laws of returns to scale through production function. Optional input combination.

- Unit IV : **Market Demand and Demand Elasticity:**
Meaning of market demand. Types of demand, Determinants of market demand. Demand function. Elasticity of demand.

- Unit V : **Demand Forecasting:**
Meaning of demand forecasting, Techniques of forecasting demand Survey and Statistical methods.

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MBA I 502 Human Resource Management

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Unit I : Introduction

Concept, Importance, Nature and Scope of human resource management, Objectives of HRM. Functions of HRM. Activities of H.R.M. Managerial skills and Roles, Organisation and Responsibilities.

Unit II : Evolution and Environment:

Evolution of human resource management, Theories of HRM. Influence of scientific management on HRM, Influence of labour movement on HRM and Influence of Government regulations on HRM.

Unit III : Recruitment and Selection:

Recruitment policy, Sources of recruitment. Methods of recruitment and Effectiveness recruitment programme.

Selection — Policy and Process. Selection tests and Interview.

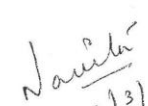
Unit IV : Promotion and Transfer:

Concept of promotion. Promotion policy, Promotion plans, Promotion programmes and Problems in promotion.


Transfer- Meaning, Objectives. Types, Policy and Programmes

Unit V : Concept of placement. Factors of demotion. Demotion policy, Types of separation and Career planning.


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MBA I 503 Business Taxation

Unit I - Assessment of Firms:

Computation of income of the firm, Computation of tax, Association of persons or Body of individuals

Unit II - Assessment of HUF:

Concept of Hindu coparcenaries, Difference between a Hindu undivided family and a firm, Assessment of HUF, Partition of the Hindu undivided family. Incomes which are not treated as family income.

Unit III - Assessment of Companies:

Types of companies, Amalgamation of companies and its tax implications. Minimum Alternative Tax (MAT) on certain companies. Computation of total income and Tax liabilities.

Unit IV - Tax Payment:

Return of income and assessment, Penalties and Prosecutions, Appeals and Revisions. Tax deduction and collection at source. Advance payment of tax and Refund of tax.

Unit V - Special Tax Provisions:

Tax provisions relating to free trade zones. Infrastructure sector and backward areas. Tax incentives for exporters and Tax planning

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MBA I 504 Consumer Behaviour

Unit I - Introduction :

Meaning and Significance of consumer behaviour, Determinants of consumer behaviour. Consumer behaviour Vs. buyers behaviour. Consumer buying process and Consumer movements in India.

Unit II - Organisational Bovine Behaviour and Consumer Research :

Characteristics and Process of organizational buying behaviour. Determinants of organizational buying behaviour. History of consumer research and Consumer research process.

Unit III - Consumer Needs and Motivations:

Meaning of motivation, Needs and . Goals. Dynamic nature of consumer motivation, Types and systems of consumer needs, measurement of motives and Development of motivational **research**.

Unit IV - Personality and Consumer Behaviour:

Concept of personality. Theories of personality, Personality and understanding consumer diversity, Self and self- images.

Unit V - Social Class and Consumer Behaviour:

Meaning of social class. Nmeasurement of social class; Lifestyle profiles of the social class. Social-class mobility, Affluent and Non-affluent consumer. **Selected consumer** behaviour applications of social class.

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