

**DR. A.P.J. ABDUL KALAM TECHNICAL
UNIVERSITY, LUCKNOW**



**EVALUATION SCHEME & SYLLABUS
FOR**

MBA (INTEGRATED) I Year

AS PER

AICTE MODEL CURRICULUM

[Effective from the Session: 2018-19]

**MBA (Integrated) 1st Year Course Structure in accordance with AICTE Model Curriculum
w.e.f. Academic Session 2018**

Semester I

S. No	CODE	SUBJECT	PERIODS			EVALUATION SCHEME				END SEMESTER		TOTAL	CREDIT
			L	T	P	CT	TA	TOTAL	PS	TE	PE		
1	KMBAI 101	Business English–I	3	2	0	30	20	50	0	100	0	150	4
2	KMBAI 102	Principles & Practices of Management	3	2	0	30	20	50	0	100	0	150	4
3	KMBAI 103	Micro Economics	3	2	0	30	20	50	0	100	0	150	4
4	KMBAI 104	Business Mathematics	3	2	0	30	20	50	0	100	0	150	4
5	KMBAI 105	Computer Applications in Management	3	0	0	30	20	50	0	100	0	150	4
6	KMBAI 151	Computer Practices		0	3	30	20	50	0		100	150	2
		TOTAL	15	8	3	180	120	300	0	500	100	900	22

SemesterII

S. No	CODE	SUBJECT	PERIODS			EVALUATION SCHEME				END SEMESTER		TOTAL	CREDIT
			L	T	P	CT	TA	TOTAL	PS	TE	PE		
1	KMBAI 201	Business English– II	3	2	0	30	20	50	0	100	0	150	4
2	KMBAI 202	Organisational Behaviour	3	2	0	30	20	50	0	100	0	150	4
3	KMBAI 203	Business Law	3	2	0	30	20	50	0	100	0	150	4
4	KMBAI 204	Fundamentals of Accounting	3	2	0	30	20	50	0	100	0	150	4
5	KMBAI 205	Business Statistics	3	2	0	30	20	50	0	100	0	150	4
6	KMBAI 251	Professional Communication Lab	0	0	3	30	20	50	0	0	100	150	2
		TOTAL	15	10	3	180	120	300	0	500	100	900	22

- **Abbreviations used:**
- **L/T/P:** Lecture/Tutorial/Practical
- **CT/TA:** Class Test/Teacher's Assessment

BUSINESS ENGLISH – I

KMBAI 101

Max. Hours: 40

Course Objective:

This course intends to develop good communication skills in students for their future jobs and endeavours in the corporate world so that they can gain a cutting edge over their other counterparts within the country and across the globe.

Unit – I (Session 08)

Basic English: Introduction to phonetics – Application of phonetics Direct translation of words and essential phrases to English Language, Short conversations.

Unit – II (Session 10)

Grammar and Usage

Sentences: Types, Noun, Noun gender, Number types, Pronouns Types, Verbs Types, Adjectives types and Adverbs types, usage in sentence .Create the plural form of a noun. Create the possessive form of a noun or pronoun. Utilize the correct pronoun form in a sentence

Unit – III (Session 08)

Preposition types & Usage: Conjunction types & Usage interjection, Articles , usage in sentences, Punctuation.

Unit – IV (Session 08)

Tenses:Recognize sentence elements, patterns, and types. Framing sentences using tenses.

Unit – V (Session 06)

Active Voice and Passive Voice, Direct speech and Indirect speech - Idioms and Phrases – Frequently and phrasal verbs.

References:

1. Dr. V.H. Baskaran, “*English Made Easy*”, Shakespeare Publication.
2. J.C. Nesfield, “*Current English Grammar*”, Macmillan India Ltd. Delhi.
3. P.C. Wren & Martin, “*English Grammar & Composition*”, S. Chand & Company Ltd., New Delhi.
4. John Seoly, “*Oxford 7-2 of grammar & punctuation,*”, Oxford University Press, New Delhi .

PRINCIPLES & PRACTICES OF MANAGEMENT

KMBAI 102

Max. Hours: 40

Course Objective:

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

Unit -I (Session 08)

Introduction: Management Concept, Process and Significance of Management; Managerial-skills, Functions and Roles; Management vs. Administration; Evolution and Development of Management Thought: Classical, Neo-Classical, Behavioral, Systems and Contingency Approaches.

Unit -II (Session 12)

Planning: Objectives and Scope of Planning; Types of plans; Planning Process; Forecasting; Management By Objective (MBO): Concept, Types, Process of Decision-Making; Bounded Rationality, Organising: Concept, Nature, Process and Significance; Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization.

Unit- III (Session 08)Staffing: Concept, Nature and Importance of Staffing. In brief Recruitment & Selection.

Unit -IV Directing:(Session 06)

The basic concepts, scope and principles, Importance of Directing Motivation: Nature and Importance of Motivation; Types of Motivation; Theories of Motivation: Maslow, Herzberg, X, Y and Z; Leadership: Meaning and Importance; Traits of a leader; Leadership Styles.

Unit –V (Session 06)

Controlling: Concept, Types and Scope of Control; ; Control Process; Control Techniques – Traditional and Modern; Effective Control System

References:

1. Koontz H, “*Essentials of Management*”, McGraw Hill Education.
2. Gupta C.B., “*Management Concepts and Practices*”, Sultan Chand and Sons, New Delhi.
3. Dr. Premvir Kapoor, Principles and Practices of Management: An Indian Perspective, Khanna Publishing House, Delhi.
4. Ghillyer A. W., “*Management- A Real World Approach*”, McGraw Hill Education.
5. Mukherjee K, “*Principles of Management*”, McGraw Hill Education.
6. Robbins, “*Fundamentals of Management: Essentials Concepts and Applications*”, Pearson Education.
7. Pillai R.S.N. & Kala S. “*Principles and Practice of Management*”, S.Chand.

MICROECONOMICS

KMBAI 103

Max. Hours: 40

Course Objective:

This course is designed to reinforce and expand students' understanding of the basic microeconomic theory. It aims to provide students with an introductory-level treatment of economic theory with emphasis on the technique besides the results. Besides, it helps the students to master the basic tools used by the prominent economists, and makes them able to apply these tools in a variety of contexts to set up and solve economic problems.

Unit-I (Session 06)

Introduction

Introduction to Economic Theory, Problem of scarcity, Introduction to Microeconomics and Macroeconomics, Function of microeconomic theory, Basic economic problems, Market forces in solving economic problems, Positive and normative economics, and Circular flow of income & expenditure.

Unit-II (Session 10)

Demand Analysis

Meaning and Concept of Demand, Law of Demand, Shifts in demand, Price Elasticity of Demand & types, Income Elasticity, Cross price Elasticity, Determinants of Elasticity, uses and importance of elasticity. Cardinal approach of utility. Consumer Equilibrium, ordinal approach of utility, indifference curve, marginal rate of substitution, budget line, consumers equilibrium, application of ordinal analysis – separation of substitution and income effect from price effect for normal, inferior and Giffen good.

Unit-III (Session 06)

Supply Analysis

Meaning and Concept of Supply, Law of Supply, Factors affecting Supply, Shift in Supply, Elasticity of supply.

Unit-IV (Session 10)

Cost and Revenue Analysis

Short run and long run production functions: laws of variable proportions, law of returns; optimal input combination; classification of costs; short run and long run cost curves and Interrelationships. Economies of scale: Internal and external. Revenue curves: optimum size of the firm, factors affecting the Optimum Size.

Unit-V (Session 08)

Pricing under Various Market Condition

Equilibrium of the firm and Industry, perfect competition, monopoly, monopolistic competition, monopoly power, discriminating monopoly, aspects of non-price competition; meaning of an Oligopolistic Behaviour. Price and Output, Determination of Price under various market condition

References:

1. Salvatore D. *Principles of Microeconomics*, Oxford University Press.
2. Koutsoyiannis A., *Modern Microeconomic*, Macmillan Education Ltd.
3. Dwivedi D. N., *Principles of Microeconomics*, Pearson Education.
4. Cowell, F. A., *Microeconomic Principles and Analysis*, Oxford University Press.
5. Watson, D.S. & Getz M., *Price Theory and its Uses*, AITBS Publisher and Distributors.

BUSINESS MATHEMATICS

KMBAI 104

Max. Hours: 40

Course Objective:

This course aims at equipping student with a broad based knowledge of mathematics with emphasis on business applications. It will also help the students develop their technical & analytical skills.

Unit –I (Session 08)

Set Theory: Notation of sets, Singleton set, Finite Set, Infinite Set, Equal Set, Null Set, Sub Set, Proper subset, Universal set, Union of sets, Inter section of sets, Disjoint sets, Power set, Venn diagram, Complementary set, Uses of set theory in business, Elementary permutations and combinations.

Unit –II (Session 08)

Matrices & Determinants: Introduction, types of matrices, Addition of matrices, Subtraction of matrices, Multiplication of matrices, Transpose of matrix, Expansion of determinants, Minor and Cofactors, Properties of determinant, Adjoint and Inverse of matrices, System of linear equations, Applications of matrix operations in business decision making.

Unit- III (Session 08)

Commercial Arithmetic and Mathematical Series: Simple interest, Compound interest, Present value or Present worth, Profit and Loss, Arithmetic progression, Geometric progression, Harmonic progression, relationship among AP, GP and HP.

Unit- IV (Session 08)

Differential Calculus: - Concepts of differentiation, Derivative of a function, Differential coefficient of product and quotient of two functions, Differentiation of different forms of functions – Chain rule, Exponential, Logarithmic, Implicit and Parametric functions and derivatives of higher order, Maxima and Minima, Applications of differentiation in business.

Unit –V (Session 08)

Integral Calculus & Differential Equations: Concept of integration, Elementary integration, integration by substitution, Integration by parts, Applications of integration in business, Differential equations, Order and degree of differential equations, Solution of differential equations in variable separable form.

References:

1. Gupta K.L., Agarwal Ravi Kant & Jain Praveen, “*Business Mathematics*”, Nirupam Sahitya Sadan.
2. Sancheti D.C. & Kapoor V.K., “*Business Mathematics*”, Sultan Chand & Sons.
3. Gupta B.N., “*Business Mathematics*”, SBPD.
4. Hazarika Padmalochan “*Business Mathematics*”, S. Chand Publishing.
5. Sharma J.K., “*Business Mathematics*”, Ane Books.
6. Singh J.K., “*Business Mathematics*”, Himalaya Publishing House.
7. Gupta Kavita, “*Business Mathematics*”, Taxmann Publications.
8. Reena Garg, “*Engineering Mathematics*”, Khanna Publishing House

COMPUTER APPLICATIONS IN MANAGEMENT

KMBAI 105

Max. Hours: 40

Course Objective:

This is a basic paper for Business Administration students to familiarize with computer and its applications in the relevant fields and expose them to other related papers of IT. Course Contents

Unit- I (Session 08)

Basics of Computer and its Evolution, Data, Instruction and Information, Characteristics of Computers, Input output Devices, Function of Different Units of Computer, Classification of Computers. Computer Software: Types of Software, Compiler and Interpreter, Generations of languages. Types of computer networks

Unit -II(Session 08)

Computer Memory: Primary Memory (ROM and its type – PROM, EPROM,EEPROM, RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy Disks, Hard Disks, Magnetic Tape, Optical Disks – CD ROM and its type (CD ROM, CD ROM-R, DVD ROM, Flash Memory, Introduction to Operating System (OS); Function of OS, Types of Operating Systems.

Unit –III (Session 08)

Introduction to MS Office: Components of MS Office, Application of MS Office, MS Word –Working with MS word Documents, Text formatting, Table Creation and Operations, Autocorrect, Spell Check, Word Art, Working with Header and Footer, Working with Graphics, Inserting objects, Page Setup, Page Preview, Printing a document, Mail Merge.

Unit -IV(Session 08)

MS Excel – Starting Excel, Worksheet, Rearranging Worksheet and Cell Inserting Data into Rows / Columns, Alignment, Text Wrapping, Sorting Data, Excel Formatting tips and Techniques, Generating Graphs, Formula & Functions (Sum , max , min ,count,sumif), Inserting Charts.

Unit -V(Session 08)

MS Power Point- Creating Presentations, Working with Animation, Slide Design & Slide Layout, MS Access - Fundamentals of database, creating & working with database.

References:

1. Nasib Singh Gill, Handbook of Computer Fundamentals, Khanna Publishing House
2. Rajaraman V., *“Fundamentals of Computers”*, Prentice Hall of India.
3. Deepak, *“Fundamentals of Information Technology”*, Excel Books.
4. Goel A., *“Computer Fundamentals”*, Pearson Education.
5. R.S. Salaria, Computer Fundamentals, Khanna Publishing House
6. Sinha P.K., *“Computer Fundamentals”*,BPB Publications.
7. Mansfield R., *“Working in Microsoft Office”*, Tata McGraw Hill Publications.
8. Courter G. & Margins A., *“Microsoft Office 2000 – No Experience Required”*, BPB Publications

Computer Practices

KMBAI 151

An practical exercise would be given to every student any of the following topic and would be assessed on 25 marks

1. Exercise on MS word
2. Exercise on MS excel (different functions and formulas)
3. Power Point Presentation

A viva voce would be done on above practical and would be assessed on 25 marks

BUSINESS ENGLISH – II

KMBAI 201

Max. Hours: 40

Course Objective

This course intends to develop good communication skills in students for their future jobs and endeavors in the corporate world so that they can gain a cutting edge over their other counterparts within the country and across the globe.

Unit – I (Session 08)

Paragraph Writing: Introduction to structure and construction of paragraph, Techniques of paragraph writing Emphasis, Expansion and paraphrasing.

Unit – II (Session 08)

Comprehension and Précis writing comprehension writing: Listening/Reading comprehension, Developing skills of comprehension writing, précis writing: Techniques exercises.

Unit – III (Session 06)

Letter Writing: Types of Letter: Personal, Business, Proposal, Applications, Thanks, Invitation, Requisition, complaint.

Unit – IV (Session 08)

Conversation: Basics of Accent – American and British (Neutral), greetings, requests, demands, enquiries, Telephone Etiquette.

Unit – V (Session 10)

Presentation: How to make a presentation, various Presentation tools, Guidelines of effective presentation, Interactive presentation.

References:

1. Dr. V.H. Baskaran, “*English Made Easy*”, Shakespeare Publication.
2. J.C. Nesfield, “*Current English Grammar*”, Macmillan India Ltd. Delhi.
3. Kulbhuhsan Kumar & R.S. Salaria, *Effective Communication Skills*, Khanna Publishing House
4. P.C. Wren & Martin, “*English Grammar & Composition*”, S. Chand & Company Ltd., New Delhi.
5. John Seoly, “*Oxford 7-2 of grammar & punctuation*”, Oxford University Press, New Delhi.
6. Varinder Bhatia, *Business Communications*, Khanna Publishing House.

ORGANIZATIONAL BEHAVIOUR

KMBAI 202

Max. Hours: 40

Course Objective:

To understand the various facets of individual, group and organisational behaviour which have an impact on personal and organisational effectiveness.

Unit-I (Session 08)

Behavioural Concepts: Nature and Concepts of OB, Models of Organizational Behaviour, Relationship with Other Fields, Contemporary challenges. Learning: Nature and Significance of Learning, Process of Learning, Theories of Learning,

Unit-II (Session 10)

Motivation Concepts: Nature of Motivation, Classification of Motives, Motivation Process, Theories of Motivation: Early Theories: Hierarchy of Needs, Two-Factor Theory, McClelland's Theory of Needs; Contemporary Theories: Goal Setting Theories, Reinforcement Theory, Equity Theory, Expectancy Theory
Attitudes: Nature & Dimensions of Attitude, Components of Attitude, Types of Attitude, Cognitive Dissonance Theory.

Unit-III (Session 10)

Perception: Perceptual Process Model, Social Identity Theory, Attribution Theory: Attribution Errors, Perceptual Errors in Organizational Setting, Improving Perceptions
Personality: Meaning of Personality, Determinants of Personality, Five-Factor Model of Personality, Myers-Briggs Type Indicator (MBTI); Theories of Personality: Freudian Theory (Psychoanalytic Theory of Personality), Erik Erikson Stages of Personality Development, Trait Theory, Jungian Theory given by Carl Jung .

Unit-IV (Session 06)

Group Dynamics: Nature of Group Dynamics, Types, Stages of Group Formation: The Five Stage Model; Group Structure: Group Tasks, Team Development: Nature, Significance, Comparing Work Groups and Work Teams, Types of Work-Teams, Team-Effectiveness Model, Team Process, Contemporary Issues in Managing Teams, Concept of Conflict.

Unit- V (Session 06)

Organizational Change – Meaning and approaches to managing organizational change, creating a culture for change implementing the change Kurt Lewin Model of change.

Leadership: Nature, Components, Leadership Styles, Traits of Effective Leader, Myths, Models and Theories of Leadership, Leadership Skills.

References:

1. Luthans Fred, "*Organizational Behaviour*", Tata McGraw Hill.
2. Rao V S P., "*Organizational Behaviour*", Excel Books.
3. Robbins Stephen P & Judge and Sanghi, "*Organizational Behaviour*", Pearson Education.
4. Aswathapa K., "*Organisational Behaviour*", Himalaya Publishing House.
5. Prasad L.M., "*Organisational Behaviour*", Sultan Chand & Sons.

BUSINESS LAW

KMBAI 203

Max. Hours: 40

Course Objective:

To acquaint students with general business laws issues to help them become more informed sensitive and effective business leaders. To develop the skills to interpret the laws and apply it to practical problems, affecting the operations of a business enterprise.

Unit- I (Session 10)

Indian Contract Act 1872 – Contract - Definition & Concept; Agreement - Offer & Acceptance; Consideration and Legality; Capacity of Parties to the Contract; Free Consent - Coercion, Undue Influence, Fraud, Misrepresentation, Mistake - Bilateral and Unilateral; Void Agreements - Agreements in Restraint of Marriage, Agreement in Restraint of Trade, Uncertain Agreements, Agreements in Restraint of Legal Proceedings, Wagering and Contingent Agreements and Contracts; Quasi Contracts; Performance and Discharge of Contracts; Breach of Contracts and Remedies.

Unit -II (Session 08)

Special Contracts Indemnity and Guarantee - Meaning, Nature and Features, Types of Guarantee, Provisions related to different types of Guarantee, Surety and Co-surety - Rights and Liabilities, Discharge of Surety.

Unit -III (Session 08)

Bailment and Pledge: Rights and Duties of Bailor and Bailee, Termination of Bailment; Agency: Creation of Agency, Classification of Agents, Relationship between Principal and Agent, Rights, Duties and Liabilities of Agent and Principal, Termination of Agency.

Unit –IV (Session 06)

Contract of Sale of Goods: The Sale of Goods Act 1930- Introduction, Contract of Sale, Sale and Agreement to Sale, Kinds of Goods, Conditions and Warranties - Implied Conditions and Warranties, Doctrine of ‘Caveat Emptor’, Transfer of Property, Delivery of Goods, Duties of the Seller and the Buyer, Unpaid Seller’s Remedies,

Unit-V (Session 08)

Partnership - Law of partnership: Definition, essentials of partnership, registration of partnership, kinds of partners, rights, liabilities of partners, dissolution of partnership.

References:

1. Kapoor N. D., *“Elements of Mercantile Law by Mercantile Law”*, Sultan Chand and Sons.
2. Kuchhal M. C., *“Business Law”*, Vikas Publishing House Pvt. Ltd.
3. Agarwal Rohini, *“Mercantile & Commercial Laws”*, Taxman Allied Services Pvt. Ltd.
4. Gulshan S.S., *“Business Law”*, Excel Books New Delhi.
5. Pathak Akhileshwar, *“Legal Aspects of Business”*, Tata McGraw Hill.
6. Tulsian P.C., *“Business Law”*, S. Chand & Company.

FUNDAMENTALS OF ACCOUNTING

KMBAI 204

Max. Hours: 40

Course Objectives:

The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

Unit -I (Session 08)

Meaning and Scope of Accounting: Definition and Functions of Accounting, Book Keeping and Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitation of Accounting, Overview of Basic Terminologies -Types of Capital, Shares, Debentures, Income and Expenditure .

Unit-II (Session-6) Accounting Principles and Standards: Accounting Principles, Concepts and Conventions, Accounting equations, Accounting cycle system of accounting Introduction to Accounting IFRS.

Unit -III (Session 08)

Journalising Transactions: Journal, Rules of Debit and Credit, Sub Division of Journal: **Ledger Posting and Trial Balance:** Ledger, Posting, Rules Regarding Posting, Trial Balance.

Unit -IV (Session 08)

Depreciation Provisions and Reserves: Concept of Depreciation, Causes of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Methods of Providing Depreciation, Depreciation Policy, as per current accounting standards (AS) Provisions and Reserves.

Unit -V(Session 10)

Concept of Final Accounts: Trading Accounts, Profit and Loss Accounts, Objectives of Final Accounts, Preparation of Final Accounts with adjustments as per current schedule.

References:

1. Bhattacharya S.K. & Dearden J., "*Accounting for Manager – Text and Cases*", Vikas Publishing House.
2. Glautier M.W.E. & Underdown B., "*Accounting Theory and Practice*", Pearson Education.
3. Bhattacharyya Asish K., "*Essentials of Financial Accounting*", Prentice Hall of India.
4. Maheshwari S.N. & Maheshwari S. K., "*An Introduction to Accountancy*", Vikas Publishing House.
5. Dr. N.P. Srivastava & Dr. M. Sakthivel Murugan, "*Accounting for Management*", S.Chand.
6. PC Tulsian, "*Financial Accounting*", Pearson Education.

BUSINESS STATISTICS

KMBAI 205

Max. Hours: 40

Course Objectives:

The objective of this paper is to develop student's familiarity with the basic concept and tools in statistics and operations research. These techniques assist specially in resolving complex problems serve as a valuable guide to the decision makers. Course

Unit –I (Session 08)

Descriptive Statistics (Part-I): Definition, Importance & Limitation, Collection of data and formation of frequency distribution, Graphic presentation of Frequency distribution – Graphics, Bars, Histogram, Diagrammatic; Measures of Central Tendency – Mean, Median and Mode, Partition values – quartiles, octiles, deciles and percentiles; Measures of variation – Range, IQR, Semi inter-quartile range, Quartile deviation and its coefficients.

Unit- II (Session 08)

Descriptive Statistics (Part – II): Measures of dispersion: Mean deviation, Variance, Standard deviation, Coefficient of variation, Concept and measurement of skewness, moments and kurtosis.

Unit –III (Session 08)

Correlation Analysis: Correlation Coefficient; Assumptions of Correlation Analysis; Coefficients of Correlation; Measurement of Correlation- Karl Person's Methods; Spearman's Rank correlation; Limitations of Correlation Analysis; Applications of correlation analysis in business.

Unit- IV (Session 08)

Regression Analysis: - Meaning and definition of regression, Utility and applications of regression analysis, Types of regression, Difference between correlation and regression, Regression lines, Regression equations, Regression coefficients.

Unit- V (Session 08)

Probability: Introduction, importance or applications or uses of the theory of probability in business decision making, Meaning and definition of probability, Elementary problems of probability, Addition and Multiplication theorems of probability, Baye's theorem of probability.

References:

1. Jhunjhunwala Bharat, "Business Statistics", S.Chand & Company Ltd.
2. Manish Sharma, Amit Gupta, The Practice of Business Statistics, Khanna Publishing House, Delhi
3. Patri Digambar & Patri D.N., "Business Statistics for Management", Kalyani Publishers.
4. Sharma J.K. "Business Statistics", Pearson Education.
5. Gupta S.P., "Statistical Methods", Sultan Chand & Sons.
6. Gupta S.C., "Fundamentals of Statistics", Himalaya Publishing House.
7. Arora P.N., Arora Sumeet & Arora S., "Comprehensive Statistical Methods", S.Chand & Company.
8. J.K. Tyagi, Business Statistics, Khanna Publishing House
9. Beri G.C., "Business Statistics", Tata McGraw Hill Education Pvt. Ltd.
10. Kapoor V.K., "Fundamentals of statistics", Sultan Chand & Sons.
11. Levin Richard I & Robin David S., "Statistics for Management", Pearson Education.
12. Srivastava TN & Rego Shailaja, "Statistics for Management", Tata McGraw Hill.

Professional Communication Lab
KMBAI 251

Examiner may ask to write on any one of the following topic and assessed out of 50 marks

Business Letter

E- mail writing

Book Review / Précis writing

Essay/ story writing