FACULTY OF SCIENCE AND COMPUTER SCIENCE

Class: BCA V Sem
Paper: Marketing management
Code: BCA-501

UNIT: I

Indian markets: environments, structure, force and measurements: Introduction, market environment, market planning marketing research and information system, Consumer behavior organizational behavior, segmenting and targeting the market, market Measurement and forecasting.

UNIT: II

Assembling marketing mix for Indian markets: product management, new product decision, Brand equity, pricing decisions, promotions decisions, advertising management, sales promotion, personal selling managing he sales force, managing the distribution function.

UNIT: III

Marketing strategy, marketing organization, marketing performance and control.

UNIT: IV

Global marketing, customer services, rural marketing.

UNIT: V

Case in marketing management.
Case 1: the Indian television industry
Case: 2 Hi end audio products.
Case: 3 Pepsi killing safely.
Case: 4 Hi tech system distribution limited.
Case: 5 new inductance products for women market.
Case: 6 market opportunities for automotive gears in India.
Case: 7 Zen microgriptyres.
Case: 8 marketing milk amul.

FACULTY OF SCIENCE AND COMPUTER SCIENCE

Class: BCA V Sem
Paper: Management of Information System
Code: BCA-502

UNIT: I

Introduction: overview role of IT, MIs trends etc. Personal productivity overviews, introduction Data hardware components, O/S, applications, solving problem: system approach, OO Design, operation &transaction database management who should control corporate data.

UNIT: II

Models and decision support biases EIS. Decision in Business areas: Accounting finance, marketing, HRM, production & design, Geographic information system.

UNIT: III

Complex decision and artificial intelligence: DSS Decision support system Importance ofdecision support system , limitation ,characteristics of DSS, decision support and decision making , decision support and repetitiveness of decisions ,DSS users . Expert system ,support for decision making phase :Support for the intelligence phase , support for the decision phase , support for the choice phase.Approaches to developments of decision support system : Programming languages , spreadsheet processor , analysis packages , model base management Summary of a control planning support system : Model and facilities used in planning support , planning software system , database and database query system for planning , advantages of a planning support system .

UNIT: IV

Designing and maintaining information system , organizing information system resources , information society and management .

UNIT: V

Performance evaluation and monitoring , model building , simulation. quality control and quality assurance, scheduling ,princing.

References:

1. Management information system, Bagchi Nirmalya .
2. Management information system, KALYANI Jindal Aman

FACULTY OF SCIENCE AND COMPUTER SCIENCE
Class: BCA
Semester: V
Paper: Data Communication & networking
Code: BCA-503

UNIT: I

Definition and concept of networking, evaluation of network technology, standards and protocol, types of networking –LAN, WAN, MAN, features and components of LAN, WAN, MAN with Difference, Internetworking .Network topologies, different transmission media, transmission mode introduction to anologsignal,digital signal, modulation and demodulation.

UNIT: II

OSI reference model-layered architecture, function of each layer, protocol used, switching Message, packet,circuit ,multipoint ,SONET,Cellular network satellite network ,IEEE 802 STANDARDS-CSMA/CD, TOKAEN BUS, TOKEAN RING, Physical components of networks – Hub, bridge, repeaters, gateway, adapters, brouters.

UNIT: III

TCP/IP overview, Architecture, functions of each layer and protocol, IP addressing, subnet and Subnet mask IP addressing –classes, IP IPVV,Bootstrap Protocol ,DHCP,mobile IP ,DNS,telnet , internet routing protocol.

UNIT: IV

ATM networks, BISDOMrefrencemodel, ATM singnaling, PNNI routing ,classical IP over ATM,IP Forwarding architecture , integrated service in networks ,RSVP, differentiate services, network interaction model,MPLS,ATM Application .

UNIT: V

Cryptography, Cryptography algorithm ,security protocol ,data security ower the LAN ,levels of Security, virus and worms related threats, nature of virus ,malicias program ,introduction to Firewall ,WI-FI ,Blutooth, Infrared .

Reference:

1. Frouzan Data communication, TMG
2. Computer networks & data communication Bhatia S S, Yogeshsharma
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FACULTY OF SCIENCE AND COMPUTER SCIENCE
Class: BCA
Semester: V
Paper: OFFICE AUTOMATION TOOLS
Code: BCA-505 A

UNIT: I

MS Windows: Introduction to MS-Windows; Features of Windows; Various versions of Windows & its use; Working with Windows; My Computer ,Accessories & Recycle bin ; Desktop, Icons and Windows Explorer; Screen description & working styles of Windows; Dialog Boxes & Toolbars; Volume Control, Working with Files & Folders; simple operations like copy,delete,moving of files and folders from one drive to another, Shortcuts &Auto start, Accessories, Windows Settings using Control Panel- setting up common devices using control panel, modem, printers, audio, network, fonts, creating users, internet settings, Start button & Program lists; Installing and Uninstalling new Hardware & Software program on your computer, maintaining user accounts, setting up system date and time.

Office Packages-Office activities and their software requirements, Word-processing, Spreadsheet, Presentation graphics, Database, introduction and comparison of various office suites like MSOffice, Lotus Notes, Star Office, Open Office etc.

UNIT: II

MS Word : Introduction , Features & area of use. Working with MS Word :Ribbon tabs-Home, Insert, Page Layout, References, Mailings, Review, View.Creating a New Document; Different Page Views and layouts; Applying various Text Enhancements; Working with – Styles, Text Attributes; Paragraph and Page Formatting; Text Editing using various features ; Bullets, Numbering, Auto correct, change case, sorting,Printing & various print options.

Advanced Features of MS-Word: Spell Check, Thesaurus, Find & Replace; Headers & Footers ; Inserting – Page Numbers, Pictures, Files, Auto text, Symbols ,formula etc.; Working with Columns, Tabs & Indents; Creation & Working with Tables including conversion to and from text; Margins & Space management in Document; Adding References and Graphics; Mail Merge, printing Envelops & Mailing Labels. Importing and exporting to and from various formats. Working with OPTIONS in MS-WORD.

UNIT: III

MS Excel: Introduction ,features and area of use; Working with MS Excel.; concepts of Workbook & Worksheets; Using Wizards; Various Data Types; Using different features with Data, Cell and Texts; Inserting, Removing & Resizing of Columns & Rows; Working with Data & Ranges; Different Views of Worksheets; Column Freezing, Labels, Hiding, Splitting etc.; Using different features with Data and Text; Use of Formulas, Calculations & Functions; Cell Formatting including Borders & Shading; Working with Different Chart Types; Printing of Workbook & Worksheets with various options.

UNIT: IV

MS PowerPoint: Introduction & area of use; Working with MS PowerPoint: Creating a New Presentation; Working with Presentation; Using Wizards; Slides & its different views; Inserting, Deleting and Copying of Slides; Design slides using themes, colors, and special effects.Adding special effects to slide transitions. Working with Notes, Handouts, Columns & Lists; Adding Graphics, Sounds and Movies to a Slide; Working with PowerPoint Objects; Designing & Presentation of a Slide Show; Printing Presentations, Notes, Handouts with print options. Working with master slides.

UNIT: V

MS Access : Introduction to database, Relational Database, Database Elements, Tables, Query ,Opening and Closing Access Interface Window, Different tabs and icons on ribbon, creating a New database in Access, save and open database, Table creation, Database view and Design View. Data Types, Field Properties, Fields: names, types, properties, Data Entry, Add record, delete record, edit text, Sort, find/replace, filter/ select, rearrange Columns.

Reference:

1. Learn Microsoft Office – Russell A. Shultz – BPB Publication
2. Microsoft Office – Complete Reference – BPB Publication

FACULTY OF SCIENCE AND COMPUTER SCIENCE
Class: BCA
Semester: V
Paper: Programming in Visual Basic/GAMBAS
Code: BCA-505 B

UNIT: I

Introduction to visual basic ,VB enviormentuser interface screen,forms, internet explorer, properties , code windows , VB menu options, Tool bar adding components to tool bar. VB controls : text box , labels,frames ,option buttons ,check box ,line command button,images, picture box,data types ,variables declarations, constants ,scope of variables ,VB files ,Naming cnoventions .

UNIT: II

Using MSG BOX and input box statements and functions ,input validations ,writing events adding& calling forms in a project, calling events procedures, debugging VB projects,using common dialoges box ,writing procedure subroutines & functions and its calling methods ,using multiple forms ,using standards code modules . using about box and splash screen ,using sub main for startup ,using list boxes and combo box creating and using menus, using String function ,control arrays case structures .arrays – single and multidimensional ,user defined data types .

UNIT: III

Handling data files –sequential file organisations ,trapping programs ,errors , sequential data file,accessing data files – data bound controls (DAO & ADO) Objects ,navigating database in code ,updating data files ,preventing errors. Advanced data handling – using girds, validation, setting a recordset, repositioning the record , finding & filtering records , using SQL in recordest.

UNIT: IV

Introduction to SQL: components of SQL,DDL,DML,Query language ,DCL,TCL,SCL etc. sql*plus. The oracle data types two dimensional matrix creation . insertion ,updation ,deletion operations , the many face of select command , creating tables using query,inserting data using query, modifying the structure of tables , remaning tables , dropping columns, logical operators, range searching ,pattern matching, use of alias ,oracle functions . accessing data forms multiple tables .set operations : union , intersect , minus .

UNIT: V

Data constraints : I/O constraints ,business rules constraints . grouping data table . join: equi join, self join , sub queries . views, sequence , synonyms , use of save point, rollback & commit commands , creating user accounts , granting permissions , revoking permission.

Reference:

1.Carnell- VB ,TMG
2.Deitel VB 2005
3.Stephons –VB 2008