

First Year B. B. A.
Paper - 7 Growth and Structure of Industries
(Effective from June 1999)

Section - I

I. Introduction : **10%**

- Concepts- Industry and Industrialization.
- Classification of industries on the basis of nature, size (scale) and ownership.
- Motives for industrialization.
- Limitations.
- Factors inhibiting industrialization.

II. Location of Industry : **10%**

- Meaning.
- Significance.
- Factors affecting location decision.
- Concepts of agglomeration and deglomeration tendencies.
- Theories of industrial location (a) Weber's theory and (b) Sergeant Florence theory.
- Concentration and dispersal of industries.
- Dynamics of industrial location.
- Split location.
- Location coupling.

III. Industrial Productivity : **5%**

- Measurement, scope, tools of productivity.
- Factors influencing industrial productivity.

IV. Public Sector and Multinational Corporation : **15%**

- (a) Meaning of public sector :
 - Public enterprises and its characteristics, Objectives.
 - Growth & performance, Reasons for poor performance (i.e. problems).
- (b) Privatization of public sector, Meaning, Ways / alternatives / strategies for privatization :
 - Benefits of privatization, Arguments against privatization.
 - New economic policy and privatization.
- (c) Multinational Corporation :
 - Meaning & extent of operations, Merits of MNCs.
 - Demerits of MNCs, Government policy of MNCs.

V. Development banks and investment institution : **10%**

- Objectives and working of all India development banks : IDBI, IFCI, ICICI.
- Objectives and working of state level financial institution : GSFC, GIDC, GIIC.
- Objectives and working of other institution : UTI, LIC, GIC as an investment institution.

VI. Study of growth and structure of any two of the following industries : **20%**

- Chemistry & Pharmaceutical Industry
- Cement Industry.
- Cotton Textile Mills Industry.
- Government Control and regulation.
- Location.
- Raw Materials.
- Technological changes.
- Marketing.
- Finance.

Section - II **30%**

Objective : The objectives of the practical Training at F.Y.B. B. A. level is to develop among the student a feel about industrial environment and business practices order to develop a practical bias in them as a supplement to the theoretical study of management in general.

Guide Lines :

1. Minimum number of units to be visited : two.
2. Size and type of unit : the visits must cover at least one large scale and one

medium scale unit. Each unit visited should represent a different types of industry.

3. Nature visits : The visit will include the following aspects :

- Study of manufacturing processes.
- Study of the Working of : Finance, accounting and costing department, Marketing department personal department stores Department.
- The discussion with concerned officers and executives.

4. Reporting :

20%

The converge of the practical study report should include the following.

- Year of establishment and brief history, Promoters and existing managing group.
- Production process and product., Installed and utilized production capacity.
- Information about the following relating to the last accounting year.
- Capital Sales.
Reserves, Profits.
Debentures, Tax.
Term loans Deviance etc.
- Marketing.
- Total employees and their classification.
- Executives, officers etc.
- Workers- skilled, semi-skilled and unskilled workers.
- Industrial relations.
- Contribution of the unit to the industry.

5. All the Project report prepared by student must be submitted to the Examination Section of the university, one month prior to the commencement of the University F.Y.B. B. A. Examination.

6. Viva Voce :

10%

The coverage of viva-voce examination shall be restricted to the points covered under the head "reporting" point No. (4) as above.

Note :

1. The teacher concerned shall appraise the student regarding the aforesaid information prior to each visit.
2. All student shall write the report for each unit visited by them.
3. All students shall draft their report independently.
4. The Industrial Training curriculum shall be assigned an overall weekly two hours equivalent teaching workload.
5. The examination pattern will be as follows.

External Examination:

University Theory Paper Examination :	70 marks to be converted into:	49 marks
Practical training (Sec-II) Report :	20 + Viva : 10 = 30 marks to be converted into	21 marks
Total.....		70 marks
Internal Examination:.....		30 marks