



ANDHRA UNIVERSITY

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Accredited by NAAC with A++ Grade & Score: 3.74

B.B.A (CBCS) III SEMESTER DEGREE EXAMINATIONS- DECEMBER-2024
BBA HONOURS, DIGITAL MARKETING, BUSINESS ANALYTICS
W.e.f.2023-2024 ADMITTED BATCH

TIME TABLE

DATE & DAY	TIME	SUBJECT	PAPER CODE	MAX. MARKS
03-12-2024 TUESDAY	2.00PM TO 5.00PM	MAJOR SUBJECTS: BBA HONOURS 1) Business Law	BBA-HS 2101	70
		MAJOR SUBJECT: BUSINESS ANALYTICS 1) Data Analysis with MS Excel	BBA-HS 2105	70
		MAJOR SUBJECTS: DIGITAL MARKETING 1) Social Media Marketing	BBA-HS 2109	70
04-12-2024 WEDNESDAY	2.00PM TO 5.00PM	MAJOR SUBJECTS: BBA HONOURS 2) Organizational Behaviour	BBA-HS 2102	70
		MAJOR SUBJECT: BUSINESS ANALYTICS 2) Data base Management System	BBA-HS 2106	70
		MAJOR SUBJECTS: DIGITAL MARKETING 2) Search engine Marketing	BBA-HS 2110	70
05-12-2024 THURSDAY	2.00PM TO 5.00PM	MAJOR SUBJECTS: BBA HONOURS 3) Business Environment	BBA-HS 2103	70
		MAJOR SUBJECT: BUSINESS ANALYTICS 3) Business Analytics Programming	BBA-HS 2107	70
		MAJOR SUBJECTS: DIGITAL MARKETING 3) Search engine Optimization	BBA-HS 2111	70
06-12-2024 FRIDAY	2.00PM TO 5.00PM	MAJOR SUBJECTS: BBA HONOURS 4) Business Statistics & Mathematics	BBA-HS 2104	70
		MAJOR SUBJECT: BUSINESS ANALYTICS 4) Data Mining & Data Ware Housing	BBA-HS 2108	70
		MAJOR SUBJECTS: DIGITAL MARKETING 4) Web Analytics	BBA-HS 2112	70
07-12-2024 SATURDAY	2.00PM TO 3.30PM	SKILL COURSE: Business Forecasting Project Management Information and Communication Technology Data Analysis (w.e.f.2023-2024 AB) (common with B.A. B.Sc., B.Com, B.B.A, B.C.A, and BHM&CT)	BA-HS 2153	50
			BA-HS 2154	
			BA-HS 2155	
			BA-HS 2156	

09-12-2024 MONDAY	2.00PM TO 5.00PM	MULTIDISCIPLINARY COURSE: Introduction to Public Administration Principles of Management Principles of Accounting Basic Electronics Health and Hygiene Basic Mathematics	BA-HS 2157 BA-HS 2158 BA-HS 2159 BA-HS 2160 BA-HS 2161 BA-HS 2162	50
10-12-2024 TUESDAY	2.00PM TO 5.00PM	MINOR SUBJECT: HISTORY Medieval Indian Society: (Polity, Economy, and Culture) (1206 C.E – 1707 C.E) (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BA-HS-N 301	70
		MINOR SUBJECT: SOCIOLOGY Perspective Indian Society (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BA-HS-N 302	70
		MINOR SUBJECT: SOCIAL WORK Social Problems and Social Legislations (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BA-HS-N 303	70
		MINOR SUBJECT: PUBLIC ADMINISTRATION Theory of Public Administration (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BA-HS-N 304	70
		MINOR SUBJECT: POLITICAL SCIENCE Indian Constitution (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BA-HS-N 305	70
		MINOR SUBJECT: ECONOMICS Microeconomics (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BA-HS-N 306	70
		MINOR SUBJECT: JOURNALISM AND MASS COMMUNICATION Adertising (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BA-HS-N 307	70

10-12-2024 TUESDAY	2.00PM TO 5.00PM	MINOR SUBJECT: HUMAN RESEARCH MANAGEMENT Change Management (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BA-HS-N 308	70
		MINOR SUBJECT: TOURISM AND TRAVEL MANAGEMENT Tourism Marketing (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BA-HS-N 309	70
		MINOR SUBJECT: SPECIAL ENGLISH An Introduction to Romantic Literature(1798-1837) (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BA-HS-N 310	70
		MINOR SUBJECT: PSYCHOLOGY Psychology (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BA-HS-N 311	70
		MINOR SUBJECT: RURAL DEVELOPMENT Rural Development Planning and Management (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BA-HS-N 312	70
		MINOR SUBJECT: PHILOSOPHY Western Philosophy (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BA-HS-N 313	70
		MINOR SUBJECT: PHILOSOPHY Contemporary Indian Philosophy (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BA-HS-N 314	70
		MINOR SUBJECT: SPECIAL TELUGU Adhunikaavyam (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BA-HS-N 315	70

10-12-2024 TUESDAY	2.00PM TO 5.00PM	MINOR SUBJECT: TAXATION Assessment of Individual, HUF & Firms (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BC-HS-N 301	70
		MINOR SUBJECT: FINANCIAL MANAGEMENT Money, Banking and Financial Markets (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BC-HS-N 302	70
		MINOR SUBJECT: INSURANCE MANAGEMENT Principles and Practice of General Insurance (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BC-HS-N 303	70
		MINOR SUBJECT: MARKETING Consumer Behaviour (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BC-HS-N 304	70
		MINOR SUBJECT: ACCOUNTING(For Non Commerce Majors) Advanced Accounting (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BC-HS-N 305	70
		MINOR SUBJECT: COMMERCE(For Non Commerce Majors) Banking Theory and Practice (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BC-HS-N 306	70
		MINOR SUBJECT: FINANCE(For Commerce and Other Majors) Financial Markets (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BC-HS-N 307	70
		MINOR SUBJECTS: DATA SCIENCE Python Programming for Data Analysis (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 301	70

10-12-2024 TUESDAY	2.00PM TO 5.00PM	MINOR SUBJECTS: MULTIMEDIA Introduction to 3D (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 302	70
		MINOR SUBJECTS: HOME SCIENCE Fundamentals of Food Science & Nutrition (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 303	70
		MINOR SUBJECTS: FOOD SCIENCE & TECHNOLOGY Food Microbiology (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 304	70
		MINOR SUBJECTS: GEOLOGY Crystallography & Mineralogy (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 305	70
		MINOR SUBJECTS: COMPUTER SCIENCE Object Oriented Programming Using JAVA-(T) (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 306	70
		MINOR SUBJECTS: PHYSICS Optics (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 307	70
		MINOR SUBJECTS: ELECTRONICS Semiconductor Devices and Materials (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 308	70
		MINOR SUBJECTS: INFORMATION TECHNOLOGY Data Management System (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 309	70
		MINOR SUBJECTS: APPLIED MATHEMATICS Solid Geomentry (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 310	70

10-12-2024 TUESDAY	2.00PM TO 5.00PM	MINOR SUBJECTS: ORGANIC CHEMISTRY Organic Chemistry (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 311	70
		MINOR SUBJECTS: ZOOLOGY Animal Diversity-II Biology of Chordates (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 313	70
		MINOR SUBJECTS: MICROBIOLOGY Biomolecules & Enzymology (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 314	70
		MINOR SUBJECTS: BIOTECHNOLOGY Plant and Animal Biotechnology (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 315	70
		MINOR SUBJECTS: CHEMISTRY Fundamentals in Organic Chemistry (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 316	70
		MINOR SUBJECTS: BOTANY Vascular Plants (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 317	70
		MINOR SUBJECTS: BIOCHEMISTRY Analytical Techniques (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 318	70
		MINOR SUBJECTS: STATISTICS Statistical Methods (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 319	70

10-12-2024 TUESDAY	2.00PM TO 5.00PM	MINOR SUBJECTS: MATHEMATICS Group Theory & Problem Solving Sessions (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 320	70
		MINOR SUBJECTS: HUMAN GENETICS Human Molecular Genetics (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 321	70
		MINOR SUBJECTS: FORENSIC SCIENCE Crime Scene Management (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	---	70
		MINOR SUBJECTS: CYBER FORENSIC Cyber Security (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	----	70
		MINOR SUBJECTS: ANIMATION 2D Animation (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 322	70
		MINOR SUBJECTS: FOOD SCIENCE AND NUTRITION Basic Nutrition (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 323	70
		MINOR SUBJECTS: BIOINFORMATICS Basic of Computer Application in Biology (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 324	70
		MINOR SUBJECTS: SERICULTURE Cytogenetics and Breeding of Mulberry (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 325	70

10-12-2024 TUESDAY	2.00PM TO 5.00PM	MINOR SUBJECTS: BUSINESS MANAGEMENT Organisation Behaviour (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BBA-HS-N 301	70
		MINOR SUBJECTS: DIGITAL MARKETING Social Media Marketing (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BBA-HS-N 302	70
		MINOR SUBJECTS: LOGISTICS AND SUPPLY CHAIN MANAGEMENT Transportation and Distribution Management (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BBA-HS-N 303	70
		MINOR SUBJECTS: RETAIL MANAGEMENT Retail Store Operations (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BBA-HS-N 304	70
		MINOR SUBJECTS: CLOUD COMPTING Cloud Computing (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BCA-HS-N 301	70
		MINOR SUBJECTS: COMPUTER APPLICATIONS Database Management System (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BCA-HS-N 302	70
		MINOR SUBJECTS: HOTEL MANAGEMENT Food Production Operations-1 (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BHM-HS-N301	70

(BY ORDER)

C.A.O, A.U, V.S.P
Date: 12-11-2024


(T. CHITTI BABU)
CONTROLLER OF EXAMINATION