



ANDHRA UNIVERSITY

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

B.B.A HONOURS, DIGITAL MARKETING & BUSINESS ANALYTICALS
II SEMESTER
(Regular and supplementary Candidates Examinations)
(w.e.f. 2023-2024 Admitted batch)
APRIL/MAY-2025
TIME - TABLE

Date, Day & Time	Paper Code	Subject	Max Marks
23-04-2025 (WEDNESDAY) 9.00AM TO 12.00NOON	BA-HS 1201	GENERAL ENGLISH - I (w.e.f.2023-2024 Admitted Batch) A Course in Reading & Writing Skills (Common with B.A. B.Sc. B.Com, B.A.(O.L) B.B.A, B.C.A, and BHM&CT)	75
24-04-2025 (THURSDAY) 9.00AM TO 12.00NOON	BA-HS 1202	GENERAL TELUGU, HINDI, SANSKRIT, URUDU AND TAMIL (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	75
	BA-HS 1203		
	BA-HS 1204		
	BA-HS 1205		
25-04-2025 (FRIDAY) 9.00AM TO 10.30AM	BA-HS 1230	SKILL COURSE Business Writing (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	50
26-04-2025 (SATURDAY) 9.00AM TO 10.30AM	BA-HS 1231	SKILL COURSE Marketing Skills (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	50
28-04-2025 (MONDAY) 9.00AM TO 10.30AM	BA-HS 1232	SKILL COURSE Investment Planning (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	50
29-04-2025 (TUESDAY) 9.00AM TO 10.30AM	BA-HS 1233	SKILL COURSE Stock Market Operations (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	50

Date and Day	Paper Code	MAJOR -I SUBJECT AND TITLES	Max Marks
01-05-2025 (THURSDAY) 9.00AM TO 12.00NOON	BBA-HS 1201	MAJOR SUBJECT: BBA HONOURS 1) Principal of Management (w.e.f.2023-2024 Admitted Batch)	70
	BBA-HS 1203	MAJOR SUBJECT: DIGITAL MANAGEMENT 1) Fundamental of Digital Marketing (w.e.f.2023-2024 Admitted Batch)	70
	BBA-HS 1205	MAJOR SUBJECT: BUSINESS ANALYTICALS 1) Stastical Methods (w.e.f.2023-2024 Admitted Batch)	70
		MAJOR-II SUBJECT AND TITLES	
02-05-2025 (FRIDAY) 9.00AM TO 12.00NOON	BBA-HS-1202	MAJOR SUBJECT: BBA HONOURS 2) Business Economics (w.e.f.2023-2024 Admitted Batch)	70
	BBA-HS-1204	MAJOR SUBJECT: BBA DIGITAL MARKETING 2) E-Marketing (w.e.f.2023-2024 Admitted Batch)	70
	BBA-HS-1206	MAJOR SUBJECT: BBA BUSINESS ANALYTICALS 2) Introduction to Business Analytics (w.e.f.2023-2024 Admitted Batch)	70
03-05-2025 (SATURDAY) 9.00AM TO 12.00NOON	BA-HS-N 201	MINOR SUBJECT ; PHILOSOPHY Indian Philosophy (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, B.A.(O.L) and BHM&CT)	70
	BA-HS-N 202	MINOR SUBJECT ; PUBLIC ADMINISTRATION Introduction to Public Administration (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, B.A.(O.L) and BHM&CT)	70
	BA-HS-N 203	MINOR SUBJECT ; POLITICAL SCIENCE Fundamentals of Political Science (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, B.A.(O.L) and BHM&CT)	70
	BA-HS-N 204	MINOR SUBJECT ; HISTORY Science and Human Past (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, B.A.(O.L) and BHM&CT)	70
	BA-HS-N 205	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, B.A.(O.L) and BHM&CT)	70

03-05-2025 (SATURDAY) 9.00AM TO 12.00NOON	BA-HS-N 206	MINOR SUBJECT ; JOURNALISM AND MASS COMMUNICATION History of Mass Media (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
	BA-HS-N 207	MINOR SUBJECT ; HUMAN RESEARCH MANAGEMENT Principles of HRM (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, B.A.(O.L) and BHM&CT)	70
	BA-HS-N 208	MINOR SUBJECT : TOURISM AND TRAVEL MANAGEMENT Principles and Practices of Tourism (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, B.A.(O.L) and BHM&CT)	70
	BA-HS-N 209	MINOR SUBJECT : SPECIAL ENGLISH An Introduction to English Literature (600-1500) (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
	BA-HS-N 210	MINOR SUBJECT ; SOCIOLOGY Sociological Analysis (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70
	BA-HS-N 211	MINOR SUBJECT ; SOCIAL WORK Basic Methods of Social Work (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70
	BA-HS-N 212	MINOR SUBJECT ; RURAL DEVELOPMENT Elements of Rural Development (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70
	BA-HS-N 213	MINOR SUBJECT ; POPULATION STUDIE Population Concepts, Structure and Population Distribution (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70
	BA-HS-N 214	MINOR SUBJECT : SANSKRIT EPICS (Selections from Ramayana & Mahabharata) (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
	BA-HS-N 215	MINOR SUBJECT : TELUGU Adunika kavita parichayam. (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70

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03-05-2025 (SATURDAY) 9.00AM TO 12.00NOON	BA-HS-N 216	MINOR SUBJECT : URDU Urdu Zaban O Adab ki Tareekh (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70
	BA-HS-N 217	MINOR SUBJECT : MUSIC Basic Exercise of South Indian Classical Music & Sankeerthana (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70
	BA-HS-N 218	MINOR SUBJECT : DESIGN THINKING Introduction to design thinking (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70
	BA-HS-N 219	MINOR SUBJECT : FILM STUDIES Design Principle (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70
	BA-HS-N 220	MINOR SUBJECT : PSYCHOLOGY FOUNDATIONS OF PSYCHOLOGY (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 201	MINOR SUBJECT : FOOD SCIENCE AND TECHNOLOGY Food Biochemistry (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 202	MINOR SUBJECT : COMPUTER SCIENCE Problem Solving using C (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 203	MINOR SUBJECT : PHYSICS Mechanics and Properties of Matter (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 204	MINOR SUBJECT : ELECTRONICS Fundamental of Electricity and Electronics (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 205	MINOR SUBJECT : ZOOLOGY Animal Diversity-I Biology of Non-Chordates (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 206	MINOR SUBJECT : MICROBIOLOGY Introduction to Microbiology (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70

03-05-2025 (SATURDAY) 9.00AM TO 12.00NOON	BS-HS-N 207	MINOR SUBJECT : BIOTECHNOLOGY Biomolecules and Analytical Techniques - (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 208	MINOR SUBJECT : CHEMISTRY General & Inorganic Chemistry (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 209	MINOR SUBJECT : BOTANY Non-vascular Plants (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 210	MINOR SUBJECT : BIO-CHEMISTRY Biomolecules (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
	BS-HS-N 211	MINOR SUBJECT : STATISTICS Descriptive Statistics (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 212	MINOR SUBJECT : MATHEMATICS Differential Equations & Problem Solving Sessions (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 213	MINOR SUBJECT : HUMAN GENETICS Principles of Genetics (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 214	MINOR SUBJECT : FOOD SCIENCE AND NUTRITION Food Science (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 215	MINOR SUBJECT : DATA SCIENCE Introduction to Data Science and R Programming (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 216	MINOR SUBJECT : INFORMATION TECHNOLOGY Problem Solving in C (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70

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03-05-2025 (SATURDAY) 9.00AM TO 12.00NOON	BS-HS-N 217	MINOR SUBJECT : BIO INFORMATICS Cell Biology and 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)	70
	BS-HS-N 218	MINOR SUBJECT : ANIMATION Basic Drawing (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 219	MINOR SUBJECT : MULTIMEDIA Graphic Design (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 220	MINOR SUBJECT : HOME SCIENCE Essentials of Home Science Extension (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 221	MINOR SUBJECT : GEOLOGY Geology and Branches of Geology (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 222	MINOR SUBJECT : FORENSIC SCIENCE Forensic Science and Criminology (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 223	MINOR SUBJECT : CYBER FORENSIC Fundamentals of Computer (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 234	MINOR SUBJECT : SERICULTURE Biology And Physiology Of Mulberry (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 235	MINOR SUBJECT : INTERNET OF THINGS Digital Electronics (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 236	MINOR SUBJECT : CEMENT SCIENCE Geology and Mining of Limestone (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 237	MINOR SUBJECT : ORGANIC CHEMISTRY Fundamentals in Organic Chemistry (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 238	MINOR SUBJECT : APPLIED MATHEMATICS Differential Equations (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70

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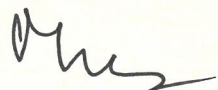
03-05-2025 (SATURDAY) 9.00AM TO 12.00NOON	BS-HS-N 239	MINOR SUBJECT : DAIRY SCIENCE Breeds and breeding of dairy cattle and buffaloes - (T) (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 240	MINOR SUBJECT : FORESTRY Introduction to forestry (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
	BS-HS-N 241	MINOR SUBJECT : B.Voc.Dairying and Animal Husbandry Livestock production and Management (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	75
	BS-HS-N 242	MINOR SUBJECT : B.Voc.Agriculture Fundamentals of Genetics (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	75
	BC-HS-N 201	MINOR SUBJECT: TAXATION Indian Tax System (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
	BC-HS-N 202	MINOR SUBJECT : FINANCIAL MANAGEMENT Fundamentals of Financial Management (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
	BC-HS-N 203	MINOR SUBJECT : MARKETING Fundamentals of Marketing (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
	BC-HS-N 204	MINOR SUBJECT : ACCOUNTING (for Non Commerce Majors) Financial Accounting (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
	BC-HS-N 205	MINOR SUBJECT : COMMERCE (for Non Commerce Majors) Business 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
	BC-HS-N 206	MINOR SUBJECT : FINANCE (For Commerce and Other Majors) Financial Services (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70

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03-05-2025 (SATURDAY) 9.00AM TO 12.00NOON	BC-HS-N 207	MINOR SUBJECT : INSURANCE MANAGEMENT Principles and Practice of Life Insurance (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
	BBA-HS-N 201	MINOR SUBJECT : BUSINESS MANAGEMENT Principles of Management (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
	BBA-HS-N 202	MINOR SUBJECT : DIGITAL MARKETING Fundamentals of Digital Marketing (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
	BBA-HS-N 203	MINOR SUBJECT : LOGISTICS AND SUPPLY CHAIN MANAGEMENT Logistics Concepts and Planning (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
	BBA-HS-N 204	MINOR SUBJECT : RETAIL MANAGEMENT Foundations of Retail 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
	BCA-HS-N 201	MINOR SUBJECT : COMPUTER APPLICATIONS Office Automation Tools (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
	BCA-HS-N 202	MINOR SUBJECT : CLOUD COMPUTING Computer Networks (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
	BCA-HS-N 204	MINOR SUBJECT : DATA SCIENCE Problem solving Using C (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
	BHM-HS-N 201	MINOR SUBJECT : HOTEL MANAGEMENT Introduction to F&B service-2 (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	70
20-05-2025 (TUESDAY) 9.00AM TO 10.30AM	BA-HS 1234	SKILL COURSE Digital Literacy (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	50

(BY ORDER)

C.A.O, A.U, V.S.P
Date: 17-04-2025


CONTROLLER OF EXAMINATIONS