

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2014-2015

स्नातक व्यापारिक प्रबन्धन कार्यक्रम (बी०बी०ए०)

Bachelor of Business Administration Programme (BBA)

विषय : वाणिज्य विषय कोड : बी.बी.ए./बी.काम.
 Subject : Commerce Subject Code: B.B.A./B.Com.
 कोर्स शीर्षक : कोर्स कोड : बी.बी.ए.-1.1./बी.काम.-03
 Course Title: Management Course Code : B.B.A.-1.1/B.Com.-03
 Theory

अधिकतम अंक : 30
 Maximum Marks : 30

नोट : दीर्घ उत्तरीय प्रश्न। प्रश्नों के अपने उत्तर 800 से 1000 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

Note : Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

खण्ड - 'अ'

Section 'A'

अधिकतम अंक : 20
 Maximum Marks : 20

1. "प्रबन्ध" का अर्थ बताइये। प्रबन्ध कला है या विज्ञान, इस कथन को समझाइये। प्रबन्ध के सिद्धान्तों का वर्णन करें। 5
 What is management? Whether it is an art or science? What are the important Principles of management.
2. "संगठन" संरचना को समझाइये। निम्न को व्याख्या करें। 5
 (i) रेखा संगठन
 (ii) क्रियात्मक संगठन
 (iii) रेखा एवं क्रियात्मक संगठन
 What is meant by organisation structure. Define :
 (i) Line organisation
 (ii) Functional organisation
 (iii) Line of staff organisation

3. अभिप्रेरणा की प्रकृति को समझाइये। एवं अभिप्रेरणा के विभिन्न सिद्धान्तों की व्याख्या करें। 5

Define the nature of motivation. Explain in brief the theories of motivation.

4. "सम्प्रेषण" से क्या आशय है? सम्प्रेषण के महत्व एवं आने वाली संस्थाओं को बताइये। सम्प्रेषण को कैसे प्रभावी बनाया जा सकता है? 5

Explain the Communication. Also explain the importance and barriers of communication. How to make communication effective?

खण्ड - ब

Section - B

अधिकतम अंक : 10
 Maximum Marks : 10

नोट : लघु उत्तरीय प्रश्न। प्रश्नों के उत्तर 200 से 300 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

Note : Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

5. "बजटीय नियन्त्रण" को समझाइये। 2
 Define Budgetary control.
6. "मनोबल" को प्रभावित करने वाले तत्वों का वर्णन करें। 2
 Explain the factor determining the morale.
7. "नेतृत्व" के सिद्धान्तों को बताइये। 2
 Explain the theories of leadership.
8. नियोजन के प्रकृति एवं तत्व को समझाइये। 2
 Explain nature of process of planning.
9. "अधिकारों के यारापण" को समझाइये। 2
 What do you mean by "Delegation of Authority". Explain it.

Or या

10. "प्रबन्ध निरीक्षण" क्या है? समझाइये। 2
 What do you mean by management audit.

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Subject : Management Subject Code: B.B.A./B.Com.
commerce कोर्स कोड : बी.बी.ए.-1.2/बी.काम.-02
कोर्स शीर्षक : वित्तीय लेखांकन Course Code : B.B.A.-1.2/B.Com.-02
Course Title: Financial
Accounting

अधिकतम अंक : 30
Maximum Marks : 30

Note : Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 20
Maximum Marks : 20

1. Define accounting? What are the main objectives of Accounting. 5
2. What are the basic concepts of Accounting? What is their importance? 5
3. What is Double Entry system? What are its characteristics. 5
4. Distinguish between : 5
 - (a) Trail Balance and Balance sheet
 - (b) Balance sheet & Profit and Loss Account.

Section - B

अधिकतम अंक : 12

Maximum Marks : 12

नोट : लघु उत्तरीय प्रश्न। प्रश्नों के उत्तर 200 से 300 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

Note : Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

5. What is Joint Venture? Distinguish between partnership and joint venture. 2
6. Explain : 2
 - (i) Errors of Principles
 - (ii) Suspense Account.
7. What is Provision? Distinction between provision and reserve. 2
8. What is Depreciation? Describe the objectives of Providing Depreciation. 2
9. Journalise the following transaction : 2

Rs.

Jan. 1. Mr. 'X' Business Started (Cash)	20,000
Goods	6,000
Jan. 5, Goods purchased for cash	10,000
Jan. 12 Goods sold for cash	8,000
Jan. 18 Salary paid	5,000

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Subject : Management Subject Code : B.B.A.

कोर्स कोड : बी.बी.ए.-1.3

कोर्स शीर्षक : Course Code : B.B.A.-1.3

Course Title: Business Law

अधिकतम अंक : 30
Maximum Marks : 30

Note : Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 20
Maximum Marks : 20

1. "All contracts are agreements but all agreements are not contracts" comment. 5
2. What is meant by Free consent? What is the difference between coercion and undue influence? 5
3. Define Partnership and Discuss its essential elements. 5
4. What is Bill of Exchange? Describe the characteristics of Bill of exchange. 5

Section - B

अधिकतम अंक : 10
Maximum Marks : 10

Note : Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

5. Define various scope of Merchantile law? 2
6. Explain the terms 'offer' and 'acceptance'. 2
7. What do you understand by capacity to contract? 2
8. What is the difference between misrepresentation and fraud? 2
9. What do you understand by Negotiation? 2

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2014-2015

कम्प्यूटर अनुप्रयोग में स्नातक

Bachelor in Computer Application

विषय : विषय कोड : बी०सी०ए०
 Subject : Computer fundamental & Subject Code: BCA
 P.C. Software कोर्स कोड : बी०सी०ए०-02/
 कोर्स शीर्षक : बी०बी०ए०-1.4
 Course Title: Computer fundamental & Course Code : BCA-02/
 P.C. Software BBA-1.4

अधिकतम अंक : 30
 Maximum Marks : 30

नोट : दीर्घ उत्तरीय प्रश्न। प्रश्नों के अपने उत्तर 800 से 1000 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

Note : Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

खण्ड - 'अ'

Section 'A'

अधिकतम अंक : 18
 Maximum Marks : 18

- 1.(A) Write a step-by-step procedure to do the following activities in windows-95. 3
- Add/Remove application
 - Controlling Access to files, folders.
 - To record, play and edit sound files.
- (B) Write one feature and use each of the following in MS-Word. 3
- Template Wizards.

(ii) Macros

(iii) Tab stops

- 2.(a) Write four differences each of the following. 3
- Router and Gateway
 - Ring Topology and Star Topology.
- (b) What are communication channels in networking? List two transmission media? 3
- 3.(a) What do you mean by normal view and page layout view of a document? How do they differ from each other? 3
- (b) Explain the four categories to programming languages. 3

खण्ड - ब

Section - B

अधिकतम अंक : 12
 Maximum Marks : 12

नोट : लघु उत्तरीय प्रश्न। प्रश्नों के उत्तर 200 से 300 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

Note : Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

- Explain classification of computers in detail. 2
- Describe parallel processing in detail. 2
- What is circuit switching? How is it different from message switching? 2
- Explain access modes and access time with reference to memory. 2
- Differentiate between micro computers mini-computers and main-frames. 2
- Draw and explain any three topologies of a LAN. 2

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Bachelor of Business Administration Programme (BBA)

विषय : प्रबन्धन विषय कोड : बी.बी.ए.
Subject : Management Subject Code : B.B.A.
कोर्स शीर्षक : व्यापारिक प्रबन्धन कोर्स कोड : बी.बी.ए.-2.1
Course Title: Marketing Course Code : B.B.A.-2.1
Management

अधिकतम अंक : 30
Maximum Marks : 30

Note : Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18
Maximum Marks : 18

1. Explain the term product and describe Product Life Cycle? 6
2. What do you understand by market segmentation? Explain basis of market segmentation. 6
3. Explain in detail marketing and marketing mix. 6

Section - B

अधिकतम अंक : 12
Maximum Marks : 12

Note : Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. What do you understand by product simplification? 2
5. Explain sales forecasting and any one method of conducting sales forecasting. 2
6. Define the term sales promotion, explain various types of salesmen. 2
7. Explain product positioning. Why correct product positioning is important? 2
8. What is the difference between recruitment and selection. 2
9. What do you understand by the term customer relationship management? 2

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Bachelor of Business Administration Programme (BBA)

विषय : प्रबन्धन विषय कोड : बी.बी.ए.
 Subject : Management Subject Code: B.B.A.
 कोर्स शीर्षक : कोर्स कोड : बी.बी.ए.-2.2
 Course Title: Managerial Course Code : B.B.A.-2.2
 Economics

अधिकतम अंक : 30
 Maximum Marks : 30

Note : Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18
 Maximum Marks : 18

1. What do you understand by the term "managerial economics" and how it is different from economics? 6
2. Define the term market supply. Explain "Law of supply" with the help of supply curve. 6
3. Explain Returns to scale. Give reasons for the operation of diminishing returns. 6

Section - B

अधिकतम अंक : 12
 Maximum Marks : 12

Note : Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. Give 4 central problems of an economic system. 2
5. Explain Price elasticity of demand. 2
6. Discuss the law of increasing Marginal Utility. 2
7. Discuss the term market structure. 2
8. What do you mean by demand forecasting? 2
9. What is price mechanism? 2

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Bachelor of Business Administration (BBA)

विषय : प्रबन्धन विषय कोड : बी.बी.ए.

Subject : Management Subject Code : B.B.A.

कोर्स शीर्षक : कोर्स कोड : बी.बी.ए.-2.3

Course Title: Business Statistics Course Code : B.B.A.-2.3

अधिकतम अंक : 30

Maximum Marks : 30

Note : Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18

Maximum Marks : 18

1. Statistics is solid to be both science and art why? What relation, if any has statistics with other science? 6
2. Differentiate between Frequency polygon & Frequency curve? 6
3. From the following data calculate five year moving average of acres under tea in India. 6

Years	Area in 1,000 Acres	Year	Area in 1,000 Acres
1997	672	2002	802
1998	679	2003	807
1999	690	2004	809
2000	702	2005	816
2001	712	2006	821

Section - B

अधिकतम अंक : 12

Maximum Marks : 12

Note : Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. What are ratios? Explain its types. 2
5. Explain the various methods of collection of primary data? 2
6. From production of jute prepare index number taking 2000 as the base year. 2

Years	Production (000 tones)
2000	75
2001	70
2002	72
2003	78
2004	80
2005	85
2006	80
2007	78
2008	82
2009	80

7. The monthly income of 5 persons is given below : 2
Rs. 132, 140, 144, 136, 148
Find arithmetic mean.
8. What is skewness? How does it differ from dispersion? 2
9. Discuss the relative merits of 'Mode' & 'Median'? 2

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2014-2015

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Bachelor of Business Administration Programme (BBA)

विषय : प्रबन्धन विषय कोड : बी.बी.ए.
 Subject : Management Subject Code: B.B.A.
 कोर्स शीर्षक : कोर्स कोड : बी.बी.ए.-2.4
 Course Title: Production and Operation Management Course Code : B.B.A.-2.4

अधिकतम अंक : 30

Maximum Marks : 30

Note : Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18

Maximum Marks : 18

1. What do you understand by Transformation process?
Explain. 6
2. Explain classification and characteristics of services. 6
3. What are the factors which affect facility location planning? 6

Section - B

अधिकतम अंक : 12

Maximum Marks : 12

Note : Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. What do you understand by outsourcing and offshoring destinations? 2
5. Explain product design with suitable examples. 2
6. Explain process design with suitable examples. 2
7. Explain designing of services processes. 2
8. What are various kinds of layouts? 2
9. Explain product/process continuum. 2

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अधिन्यास (Assignment)

2014-2015

स्नातक व्यवसाय प्रशासन कार्यक्रम

Bachelor of Business Administration Programme

विषय : प्रबन्धन विषय कोड : बी.बी.ए.
 Subject : Management Subject Code: B.B.A.
 कोर्स शीर्षक : व्यवसायिक नीति कोर्स कोड : बी.बी.ए.-3.1
 Course Title: Business Policy Course Code : B.B.A.-3.1

अधिकतम अंक : 30

Maximum Marks : 30

Note : Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18

Maximum Marks : 18

1. Discuss importance of Mckinsey framework in strategic planning and management? 6
2. Write an essay on the classical economic position, views against social responsibility as an objective of Business? 6
3. Describe the strategic planning in non-profit organisation? 6

Section - B

अधिकतम अंक : 12

Maximum Marks : 12

Note : Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

Write short notes on following :

1. Social Accounting and Social Audit. 2
2. List various approaches to the environmental scanning process? 2
3. Explain value chain approach to Internal analysis? 2
4. What do you understand by "Retrenchment strategy"? 2
5. Merger and Acquisition. 2
6. Grid for corporate Audit? 2

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Bachelor of Business Administration Programme (BBA)

विषय : व्यावसायिक संचार विषय कोड : बी.बी.ए.

Subject : Business Subject Code: B.B.A.

Communication कोर्स कोड : बी.बी.ए.-3.2

कोर्स शीर्षक : व्यावसायिक संचार Course Code : B.B.A.-3.2

Course Title: Business
Communication

अधिकतम अंक : 30

Maximum Marks : 30

Note : Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18

Maximum Marks : 18

1. What is SWOT analysis? What are its main components?
Make SWOT analysis of an organisation in communication situation. 6
2. What is Business Report? Discuss its various types. 6
3. What do you mean by formal and informal communication?
Make a distinction between the two. 6

Section - B

अधिकतम अंक : 12

Maximum Marks : 12

Note : Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

1. What do you mean by listening? 2
2. Critically evaluate the need of interview? 2
3. What is memo? What points should be kept in mind while writing memos? 2
4. Write a short note on the followings. 2
 - (a) Mock Interview
 - (b) Video Conferencing
5. "Knowledge of culture is necessary for effective communication". Explain its statement. 2
6. Give a specimen of prepared speech. 2

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2014-2015

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Bachelor of Business Administration Programme (BBA)

विषय : प्रबन्धन विषय कोड : बी.बी.ए.
 Subject : Management Subject Code : B.B.A.
 कोर्स शीर्षक : कोर्स कोड : बी.बी.ए.-3.3
 Course Title : Human Resource Management Course Code : B.B.A.-3.3

अधिकतम अंक : 30
 Maximum Marks : 30

Note : Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18
 Maximum Marks : 18

1. Explain the factors affecting Human Resource planning. 6
2. Write the objectives and process of job analysis. 6
3. What do you understand by Industrial relation? What is the rule of Government in Industrial relations? 6

Section - B

अधिकतम अंक : 12
 Maximum Marks : 12

Note : Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. What are the leadership styles? 2
5. What do you understand by Quality circles (QCs)? 2
6. How you can Evaluate a Training? 2
7. Write the objectives of Human resource planning. 2
8. What is the use of job analysis for organisation. 2
9. What are the sources of recruitment. 2

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अधिन्यास (Assignment)

2014-2015

स्नातक वाणिज्य प्रशासन कार्यक्रम (बी०बी०ए०)

Bachelor of Business Administration Programme (BBA)

विषय : प्रबन्धन विषय कोड : बी.बी.ए.
Subject : Management Subject Code: B.B.A.
कोर्स शीर्षक : संगठनात्मक कोर्स कोड : बी.बी.ए.-3.4
व्यवहार Course Code : B.B.A.-3.4
Course Title: Organisational
Behaviour

अधिकतम अंक : 30

Maximum Marks : 30

Note : Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18

Maximum Marks : 18

1. Explain Nature and objectives of organizational Behaviour?
Write the Functions of Management and Managerial skills. 6
2. What do you understand by Motivation and Behaviour? Also
discuss Maslow's Need Hierarchy theory of Motivation. 6
3. Discuss Types and Styles of Leadership? Explain Trait theory
of Leadership? 6

Section - B

अधिकतम अंक : 12

Maximum Marks : 12

Note : Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. Describe Principle of Scientific Management? 2
5. Write Alderfer's ERG Theory of Motivation? 2
6. Discuss factors affecting Personality?. 2
7. What are the components of learning process? 2
8. Explain Formal and Informal Groups? 2
9. Define concept and impact of organizational culture? 2

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Bachelor of Business Administration (BBA)

विषय : प्रबन्धन विषय कोड : बी.बी.ए.
 Subject : Management Subject Code: B.B.A.
 कोर्स शीर्षक : कोर्स कोड : बी.बी.ए.-4.1
 Course Title: Mathematics for Business & Economics Course Code : B.B.A.-4.1

अधिकतम अंक : 30

Maximum Marks : 30

Note : Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18

Maximum Marks : 18

1. Given the continuous income stream at the constant rate of Rs. 50,000 per year, what will be its present value of the next three years if the discount rate is 6% per year. 6
2. A cultural organisation is arranging a Kulchipudi dance programme in a city. It expect that 300 persons would attend the show if the entrance ticket is Rs. 8. It is also estimated that for unit decrease in the entrance fee, 60 additional persons would attend the programme. Express the revenue of the organisation as a function of entrance Fee. What should be the entrance Fee so that the organisation gets the maximum income? 6
3. Discuss the utility of interpolation to a businessman. What are the different methods known to you for interpolation? 6

Section - B

अधिकतम अंक : 12
Maximum Marks : 12

Note : Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. What is probability of getting a total of at least 9 in a single throw of two dice? 2
5. A town has a total population of 40000 out of which 400 people own cars, 10,000 people own bicycles and 300 people own both cars and bicycles many in the town do not own either? 2
6. Calculate the value of the following : 2

(a) ${}^{10}P_3$ (b) 7C_2

7. if $A = \begin{bmatrix} 2 & 4 \\ 5 & 3 \end{bmatrix}$, $X = \begin{bmatrix} X_1 \\ X_2 \end{bmatrix}$ 2

$B = \begin{bmatrix} 7 \\ 1 \end{bmatrix}$ and $AX = B$

Find X_1 and X_2

8. Explain the Types of functions of Variables. 2
9. Find the number of permutations of letters in the word 'ENGINEERING'. 2

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Bachelor of Business Administration Programme (BBA)

विषय : प्रबन्धन विषय कोड : बी.बी.ए.
 Subject : Management Subject Code: B.B.A.
 कोर्स शीर्षक : वित्तीय प्रबन्धन कोर्स कोड : बी.बी.ए.-4.2
 Course Title: Financial Course Code : B.B.A.-4.2
 Management

अधिकतम अंक : 30
 Maximum Marks : 30

Note : Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18
 Maximum Marks : 18

1. What is time value of money. Discuss in detail various compounding and Discounting Techniques with the help of examples. 6
2. Explain various types of Ratios with the help of suitable examples. 6
3. Discuss in detail various theories of capital structure. 6

Section - B

अधिकतम अंक : 12
 Maximum Marks : 12

Note : Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. Differentiate fund flow from cash flow. 2
5. What are the functions of financial manager. 2
6. Explain briefly objectives of financial management. 2
7. Discuss various techniques of capital Budgeting. 2
8. What is EBIT-EPS Analysis. 2
9. Explain various factors affecting cost of capital. 2

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Bachelor of Business Administration Programme (BBA)

विषय : प्रबन्धन विषय कोड : बी.बी.ए.
 Subject : Management Subject Code: B.B.A.
 कोर्स शीर्षक : कोर्स कोड : बी.बी.ए.-4.3
 Course Title: Advertising Course Code : B.B.A.-4.3
 Fundamentals

अधिकतम अंक : 30
 Maximum Marks : 30

Note : Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 20
 Maximum Marks : 20

1. What is advertising? What are the benefits of advertising? 5
2. What is an advertising Agency? Explain the Different Methods of advertising Agency-client relationship. 5
3. How can be multimedia be applied in the field of Busienss Management. Explain. 5
4. Discuss the steps in copywriting. Explain copy structure and elements. 5

Section - B

अधिकतम अंक : 10
 Maximum Marks : 10

Note : Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

5. How would you measure the effectiveness of advertising? 2
6. What are the Modern Trends of advertising with special reference to India. 2
7. Explain How the Allocation of Advertising Budget is done. 2
8. Explain ethics and Truth in Indian advertising. 2
9. Name some advertising Agency and gives its function. 2

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Bachelor of Business Administration Programme (BBA)

विषय : प्रबन्धन विषय कोड : बी.बी.ए./बी.काम.
 Subject : Management Subject Code: B.B.A./B.Com.
 कोर्स शीर्षक : कोर्स कोड : बी.बी.ए.-4.4
 Course Title: Entrepreneurship and Small Business Management Course Code : B.B.A.-4.4

अधिकतम अंक : 30
 Maximum Marks : 30

नोट : दीर्घ उत्तरीय प्रश्न। प्रश्नों के अपने उत्तर 800 से 1000 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

Note : Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

खण्ड - 'अ'

Section 'A'

अधिकतम अंक : 18
 Maximum Marks : 18

1. पूँजीवाद के लाभ एवं सीमाओं को बताइये। 6
 Define merits of limitation of capitalism.
2. उद्यमी की भूमिका को बताइये। प्रबन्धक एवं उद्यमी के बीच अन्तर स्पष्ट करें। 6
 Explain the role of Entrepreneur. And also explain the difference between Manager and Entrepreneur.
3. एक महिला उद्यमी को भारत में क्या समस्याएँ आती हैं। वर्णन करें। महिला उद्यमी के सुरक्षा हेतु भारत सरकार द्वारा क्या-क्या नीतियाँ बनाई गयी हैं? 6

Explain the problems of women entrepreneur. Also explain the government policy to support the women entrepreneur.

खण्ड - ब

Section - B

अधिकतम अंक : 10
 Maximum Marks : 10

नोट : लघु उत्तरीय प्रश्न। प्रश्नों के उत्तर 200 से 300 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

Note : Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

6. विकासशील अर्थव्यवस्था में उद्यमिता के महत्व को समझाइये। 2
 Discuss the importance of Entrepreneurship in developing economy.
7. 'आयात-निर्यात' नीति को समझाइये। 2
 Briefly discuss the Export & Import policy.
8. "नवाचार" के प्रकारों को समझाइये। 2
 Define the types of Innovation.
9. "उत्पाद प्रबन्ध" क्या है। वितरण के माध्यमों का वर्णन करें। 2
 Define "Product Management". Also describe the channels of distribution.
10. "श्रम कल्याण" से आप क्या समझते हैं? बताइये। 2
 What do you meant by "Labour Welfare"? Explain it.
11. वाणिज्यिक बैंकों की भूमिका का वर्णन करें। 2
 Discuss the role of commercial Bank.

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Bachelor of Business Administration Programme (BBA)

विषय : प्रबन्धन विषय कोड : बी.बी.ए.
 Subject : Management Subject Code: B.B.A.
 कोर्स शीर्षक : निगम प्रशासन कोर्स कोड : बी.बी.ए.-5.1
 Course Title: Corporate Governance Course Code : B.B.A.-5.1

अधिकतम अंक : 30
 Maximum Marks : 30

नोट : दीर्घ उत्तरीय प्रश्न। प्रश्नों के अपने उत्तर 800 से 1000 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

Note : Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

खण्ड - 'अ' Section 'A'

अधिकतम अंक : 18
 Maximum Marks : 18

1. निगम प्रशासन क्या है? निगम प्रशासन की ऐतिहासिक प्रगति पर प्रकाश डालिये। 6
 What is Corporate Governance? Throw light on historical perspective of Corporate Governance.
2. निगम प्रशासन के क्षेत्र में भारत में विधिक एवं नियंत्रक व्यवस्था क्या है। समझाइये। 6
 Discuss the legal and Regulatory framework of Corporate Governance in India.
3. निगम प्रशासन में नैतिकता (Ethics) का क्या महत्व है? निगम प्रशासन के विभिन्न क्षेत्रों में इसकी भूमिका को समझाइये। 6
 Discuss the significance of Ethics in Corporate Governance. Explain the role of Ethics in various areas of Corporate Governance.

खण्ड - ब Section - B

अधिकतम अंक : 12
 Maximum Marks : 12

नोट : लघु उत्तरीय प्रश्न। प्रश्नों के उत्तर 200 से 300 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

Note : Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. संचालकों की नियुक्ति की प्रक्रिया समझाइये। 2
 Discuss the procedure of appointment of Directors.
5. निगम प्रशासन में अंशधारियों के अधिकार एवं भूमिका क्या है। समझाइये। 2
 Discuss the role and rights of share holders in Corporate Governance.
6. निगम प्रशासन का विभिन्न देशों में क्या स्वरूप है। बताइये। 2
 Discuss the Corporate Governance in various countries.
7. निगम प्रशासन में नेतृत्व की महत्ता को समझाइये। 2
 Discuss the role and significance of leadership in Corporate Governance.
8. ओईसीडी क्या है? इसमके सिद्धान्तों को संक्षेप में बताइये। 2
 What is OECD? Discuss its principles in brief.
9. इक्कीसवीं सदी में निगम प्रशासन की पणाली को संक्षेप में बताइये। 2
 Discuss the mechanism for corporate Governance in Twenty First Century.

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अधिन्यास (Assignment)

2014-2015

स्नातक वाणिज्य प्रशासन कार्यक्रम (बी०बी०ए०)

Bachelor of Business Administration Programme (BBA)

विषय : प्रबन्धन विषय कोड : बी.बी.ए.
 Subject : Management Subject Code: B.B.A.
 कोर्स शीर्षक : कोर्स कोड : बी.बी.ए.-5.2
 Course Title: Marketing Course Code : B.B.A.-5.2
 Research

अधिकतम अंक : 30
 Maximum Marks : 30

Note : Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18
 Maximum Marks : 18

1. What is the process of conducting a market research? Why tabulation and analysis of data is important for conducting it? 6
2. Why international companies do marketing research before entering in India? Explain the scope of international Marketing Research. 6
3. Define research design? What are the various types of research design? 6

खण्ड - ब Section - B

अधिकतम अंक : 12
 Maximum Marks : 12

नोट : लघु उत्तरीय प्रश्न। प्रश्नों के उत्तर 200 से 300 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

Note : Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. Bring out the difference between market research and marketing research. 2
5. What are the qualities of a marketing research manager? 2
6. What do you mean by the term "Rural Marketing"? 2
7. What do you mean by Questionnaire? 2
8. What do you mean by Feedback and why it is important? 2
9. What are the problems of conducting a consumer research? 2

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अधिन्यास (Assignment)

2014-2015

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Bachelor of Business Administration Programme (BBA)

विषय : प्रबन्धन विषय कोड : बी.बी.ए.
 Subject : Management Subject Code: B.B.A.
 कोर्स शीर्षक : कोर्स कोड : बी.बी.ए.-5.3
 Course Title: Sales Course Code : B.B.A.-5.3
 Management

अधिकतम अंक : 30
 Maximum Marks : 30

Note : Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18
 Maximum Marks : 18

1. Discuss the importance of Sales forecasting. What are the methods used for sales forecasting? 6
2. What is the necessity of training salesmen? Explain the different methods of training salesmen. 6
3. Describe various uses of computerized sales management system. Throw light on its strengths and weaknesses. 6

Section - B

अधिकतम अंक : 12
 Maximum Marks : 12

Note : Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. What do you mean by sales job analysis? Explain. 2
5. List various roles of a sales executive. 2
6. Differentiate between selling and negotiation. 2
7. What do you understand by sales organization? Discuss in short. 2
8. Explain the essentials of a good remuneration plan for sales staff. 2
9. Write short notes : 2

(a) AIDA model

(b) Sales quota

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Bachelor of Business Administration Programme (BBA)

विषय : प्रबन्धन विषय कोड : बी.बी.ए.
 Subject : Management Subject Code: B.B.A.
 कोर्स शीर्षक : कोर्स कोड : बी.बी.ए.-5.4
 Course Title: Total Quality Management Course Code : B.B.A.-5.4

अधिकतम अंक : 30
 Maximum Marks : 30

Note : Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18
 Maximum Marks : 18

1. Describe Deming's Fourteen Points of Quality Management. 6
2. Define components of Total Quality Management. How important is the role of leadership? 6
3. What are the commonly used tools for TQM and their purpose? 6

Section - B

अधिकतम अंक : 12
 Maximum Marks : 12

Note : Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. What are the organisational changes required for adopting TQM system? 2
5. Outline the objectives of TQM. 2
6. Outline the steps for implementing TQM system. 2
7. What are the benefits of ISO 9000 quality management system. 2
8. Give the structure of TQM organisation and its special features. 2
9. Describe customer satisfaction measurement. 2

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Bachelor of Business Administration Programme (BBA)

विषय : वाणिज्य विषय कोड : बी.बी.ए.
 Subject : Commerce Subject Code: B.B.A.
 कोर्स शीर्षक : कोर्स कोड : बी.बी.ए.-6.1
 Course Title: Conflict management & negotiations skills Course Code : B.B.A.-6.1

अधिकतम अंक : 30
 Maximum Marks : 30

नोट : दीर्घ उत्तरीय प्रश्न। प्रश्नों के अपने उत्तर 800 से 1000 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

Note : Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

खण्ड - 'अ'

Section 'A'

अधिकतम अंक : 18
 Maximum Marks : 18

1. समझौते से आप क्या समझते हैं? इसके क्षेत्र एवं मान्यताओं का वर्णन कीजिए। 6

What do you mean by Negotiation. Describe its scope and assumptions.

2. परामर्श प्रक्रिया से आप क्या समझते हैं? प्रभावपूर्ण परामर्श प्रक्रिया के दिशानिर्देशों का वर्णन कीजिए। 6

What do you mean by counselling process. Describe the Guidelines for effective counselling.

3. सन्देशवाहन के विभिन्न प्रारूपों को समझाइए। सम्प्रेषण की बाधाएँ बतलाइएँ तथा उन्हें दूर करने के उपाय सुझाइए। 6

Explain the various types of communication. Point out the barriers of communication and suggest measures to remove them.

खण्ड - ब

Section - B

अधिकतम अंक : 12
 Maximum Marks : 12

नोट : लघु उत्तरीय प्रश्न। प्रश्नों के उत्तर 200 से 300 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

Note : Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. रणनीति को समझाइए। 6

Explain the strategy.

5. समझौते की आवश्यकता एवं महत्व का वर्णन कीजिए। 2

Describe the need and importance of Negotiation.

6. संघर्ष प्रबन्ध को परिभाषित कीजिए। 2

Define conflict management.

7. परामर्शदाता की भूमिका की व्याख्या कीजिए। 2

Explain the role of a counsellor.

8. पारस्परिक समायोजन से आप क्या समझते हैं? 2

What do you mean by mutual Adjustment?

9. सौदेबाजी का वर्णन कीजिए। 2

Describe the Bargaining process.

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Bachelor of Business Administration Programme (BBA)

विषय : प्रबन्धन विषय कोड : बी.बी.ए.
 Subject : Management Subject Code : B.B.A.
 कोर्स शीर्षक : व्यवसायिक पर्यावरण कोर्स कोड : बी.बी.ए.-6.2
 Course Code : B.B.A.-6.2
 Course Title: Environmental
 Management

अधिकतम अंक : 30

Maximum Marks : 30

Note : Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18

Maximum Marks : 18

1. Define business environment. Explain the various components of business environment. 6
2. Explain the main characteristics of India's national income. Give the main causes of low national income of India. 6
3. What do you understand by WTO? Discuss its implication for developing countries with special reference to India. 6

Section - B

अधिकतम अंक : 12

Maximum Marks : 12

Note : Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. Write short notes on Air and water pollution. 2
5. How will conrelate culture and business in Indian environment? 2
6. The problem of poverty is very serious in India. Discuss the extent of poverty which exists in India. 2
7. Write short note plastic waste management. 2
8. What steps have been taken by the government to Ganga Action Plan. 2
9. Explain the main objects of Consumer Protection Act, 1986. 2

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उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2014-2015

स्नातक वाणिज्य प्रशासन कार्यक्रम (बी०बी०ए०)

Bachelor of Business Administration Programme (BBA)

विषय : प्रबन्धन विषय कोड : बी.बी.ए.
Subject : Management Subject Code: B.B.A.
कोर्स शीर्षक : नेतृत्व कोर्स कोड : बी.बी.ए.-6.3
Course Title: Leadership Course Code : B.B.A.-6.3

अधिकतम अंक : 30
Maximum Marks : 30

Note : Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18
Maximum Marks : 18

1. What do you understand by Leadership? Make an overview of major research approaches. 6
2. Describe the nature and consequences of participative Leadership. 6
3. Discuss the self concept theory of charismatic Leadership. 6

Section - B

अधिकतम अंक : 12
Maximum Marks : 12

Note : Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

1. Discuss the Leadership styles. 2
2. What are the leader attributes about subordinates? 2
3. What do you understand by Impression Management? 2
4. How Ethical Leadership is important? 2
5. What are the Influence tactics? 2
6. Write the types and sources of power? 2