

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment) 2016-2017 Bachelor of Business Administration (BBA)

विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक :
Subject Title : Principles of Management

विषय कोड: बी.बी.ए.
Subject Code : BBA
कोर्स कोड : बी.बी.ए. 1.1
Course Code : BBA- 1.1

अधिकतम अंक : 30
Maximum Marks: 30

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

Section- A खण्ड-अ

अधिकतम अंक : 18
Maximum Marks: 18

1. Explain the scientific management.
2. Discuss the process of planning.
3. Write the steps of control process.

Section- B खण्ड-ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. What do you understand by scalar chain?
5. How centralization is helpful in decision making.
6. Write the objectives of directing.
7. What is delegation of authority?
8. How leadership is useful in organization?
9. Write the role of a manager.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन

विषय कोड : बी.बी.ए.

Subject : Management

Subject Code : BBA

कोर्स शीर्षक :

कोर्स कोड : बी.बी.ए. 1.2

Subject Title : Financial Accounting

Course Code : BBA- 1.2

अधिकतम अंक : 30

Maximum Marks: 30

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

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What is accounting? write the advantages and limitations of accounting.
2. What is bank reconciliation statement? How you will prepare it?
3. Describe the various concepts final accounts.

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. What do you understand by promissory note?
5. How will you mode rectification of one-sided errors?
6. Describe the causes of depreciation.
7. Explain the distinction between provision and reserve. '
8. Discuss the salient features of incomplete records.
9. What is the concept of invoice price?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन
Subject : BBA
कोर्स शीर्षक : कम्प्यूटर फन्डामेन्टल्स
Subject Title : Computer Fundamental

विषय कोड : बी.बी.ए.
Subject Code : BBA
कोर्स कोड बी.ए. .1.3
Course Code BBA- 1.3

अधिकतम अंक : 30

Maximum Marks: 30

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

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Explain the various hardware and software devices?
2. What is an e-mail? Explain the component of e-mail.
3. Explain the memory hierarchy? Give characteristics of group of memory at each level.

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. What do you understand by the term w.w.w?
5. List various type of software?
6. What is ERP? How it is useful for university management system.
7. Explain the term ISDN?
8. Differentiate between external and internal memory?
9. How you will illustrate the concept of “Big Data Analysis”?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक :
Subject Title : Business Law

विषय कोड : बीबीए
Subject Code : BBA
कोर्स कोड : बीबीए- 1.4
Course Code : BBA-1.4 (E1)

अधिकतम अंक : 30

Maximum Marks: 30

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

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Describe the Essential elements of a contract.
एक संविदा के आवश्यक तत्वों का वर्णन करे।
2. What do you understand by Partnership? Write the liabilities of partners.
साझेदारी से आप क्या समझते हैं? साझेदार के दायित्वों को लिखे।
3. Define the Contract of sale. Explain the essentials of a valid contract of sale.
विक्रय संविदा को परिभाषित करे। एक वैध विक्रय संविदा के प्रमुख तत्वों का वर्णन करें।

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. What do you understand by offer and acceptance?
प्रस्ताव एवं स्वीकृति से आप क्या समझते हैं?
5. Who is competent to contract?
संविदा के लिए कौन सक्षम है?
6. Write the concept of free consent.
स्वतन्त्र सहमति के सिद्धान्त को लिखे।
7. What is the significance of transfer of ownership?
स्वामित्व हस्तान्तरण का क्या महत्त्व है?
8. Discuss the essentials of a Negotiable instrument.
परक्राम्य विलख के प्रमुख तत्वों का वर्णन करे।
9. Write the Essentials of a Promissory note.
एक प्रामिसरी नोट के आवश्यक तत्वों को लिखें।

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन

विषय कोड : बीबीए

Subject : Management

Subject Code : BBA

कोर्स शीर्षक :

कोर्स कोड : बीबीए- 1.4 (E2)

Subject Title : Company Law

Course Code : BBA-1.4 (E2)

अधिकतम अंक : 30

Maximum Marks: 30

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

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. How a private company is converted into public company?
एक निजी कम्पनी को सार्वजनिक कम्पनी में कैसे परिवर्तित किया जाता है?
2. Write the meaning and contents of Prospects.
प्रविवरण का अर्थ एवं सामग्री को लिखे।
3. Discuss the kinds of Meetings and their importance.
सभाओं के प्रकार एवं उनके महत्त्व को विवेचित करें।

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. Explain the qualifications of a Company Secretary.
कम्पनी सचिव की योग्यताओं का वर्णन करें।
5. What do you understand by Winding up of a company?
एक कम्पनी के समापन से आप क्या समझते हैं?
6. Write the types of Debentures
ऋणयंत्रों के प्रकार लिखें।
7. What are the qualifications of a Director?
एक निवेशक की योग्यताये क्या हैं?
8. What is Annual General Meeting?
एक साधारण वार्षिक सभा क्या है?
9. What do you understand by Quorum for meeting?
सभा के गणपूर्ति से आप क्या समझते हैं?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक : विपणन प्रबन्धन
Subject Title : Marketing Management

विषय कोड : बी.बी.ए.
Subject Code : BBA
कोर्स कोड बी.बी.ए.-2.1
Course Code BBA- 2.1

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.

Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by the term “Marketing” ? Discuss various jobs of a marketing manager.
'विपणन' शब्द से आप क्या समझते हैं? विपणन प्रबन्धक के विभिन्न कार्यों को बताइये।
2. What is product life cycle? What are the alternatives available to handle the declining sales?
उत्पाद जीवन चक्र क्या है? घटते हुये विक्रय के प्रबन्धन के लिये क्या विकल्प मौजूद है?
3. What are the different methods used for sales promotion? Discuss.
विक्रय संवर्द्धन के लिये प्रयुक्त किये जाने वाले विभिन्न तरीके क्या हैं? विवेचन कीजिये।

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. What is market segmentation?
बाजार विभक्तीकरण क्या है?
5. Briefly explain the various methods used for advertising?
विज्ञापन हेतु प्रयुक्त किये जाने वाले विभिन्न माध्यमों की संक्षिप्त विवेचन कीजिये।
6. Distinguish between direct and indirect channels of distribution.
वितरण के प्रत्यक्ष एवं अप्रत्यक्ष वाहिकाओं में विभेद कीजिये।
7. What are the various factors responsible for success or failure of a new product?
एक नवीन उत्पाद के सफल अथवा असफल होने के लिये उत्तरदायी कारक क्या हैं?
8. What are the distinctive features of services?
सेवाओं के विषिष्ट लक्षण क्या हैं?
9. Discuss the various discounting pricing policies.
छूट देने वाली विभिन्न मूल्य नीतियों की विवेचना कीजिये।

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक : निगम प्रशासन
Subject Title : Business Statistics

विषय कोड : बी.बी.ए.
Subject Code : BBA
कोर्स कोड : बी.बी.ए. 2.2
Course Code : BBA- 2.2

अधिकतम अंक : 30
Maximum Marks: 30

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

Section- A खण्ड-अ

अधिकतम अंक : 18
Maximum Marks: 18

1. Explain statistics? What are its usefulness in research.
2. What are the elements of ideal classification?
3. Define mean deviation, mode and standard deviation?

Section- B खण्ड-ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. Write short note on editing of data?
5. What is pie-diagram?
6. Represent the following data by Histogram
Weight (kg): 35-40 40-45 45-50 50-55 55-60 60-65
No. of power: 12 30 22 30 18 10
7. Represent the following data by pie-diagram
Items Expenditure
Foods 84
Cloathing 27
Recreation 10
Education 15
Rent 23
Miscellaneous 21
8. What is meant by random sample
9. What is statistical error?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन

विषय कोड : बी.बी.ए.

Subject : Management

Subject Code : BBA

कोर्स शीर्षक :

कोर्स कोड : बी.बी.ए. - 2.3

Subject Title : Production and Operation
Management

Course Code : BBA- 2.3

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.

Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by the concept of capacity planning? How do capacity planning decision influence production?
2. Explain various production methods? Also discuss its merits & demerits.
3. What are the basic assumptions in location-cost-volume analysis?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.

Answer all questions. All questions are compulsory.

4. Write short notes on POM?
5. What is group technology?
6. Explain the concept of inventory?
7. What is quality?'
8. Differentiate between job-enlargement and job-enrichment?
9. Why buffer stock is important for production?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन

Subject : Management

कोर्स शीर्षक : निगम प्रशासन

Subject Title : Managerial Economics

विषय कोड : बी.बी.ए.

Subject Code : BBA

कोर्स कोड : बी.बी.ए. 2.4 (E1)

Course Code : BBA- 2.4 (E1)

अधिकतम अंक : 30

Maximum Marks: 30

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

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What is managerial economics?
2. What do you mean by "Market Equilibrium".
3. Explain "Balance of Payments"

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. Explain break even analysis.
5. Write a note on foreign trade policy
6. What are the determinants of price elasticity
7. Write a note on "investment decision under risk and uncertainty"
8. What is national income?
9. Explain the impact of inflation in growth of a country?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन

विषय कोड : बी.बी.ए.

Subject : Management

Subject Code : BBA

कोर्स शीर्षक :

कोर्स कोड : बी.बी.ए. 2.4 (E2)

Subject Title : Money, Banking and Financial Institute

Course Code : BBA- 2.4 (E2)

अधिकतम अंक : 30

Maximum Marks: 30

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

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What is money market? Describe the structure of Indian money market?
मुद्रा बाजार क्या है? भारतीय मुद्रा बाजार के ढाँचे का वर्णन कीजिए।
2. Discuss the problems of Barter System. And also describe the Evils of Money
वस्तु-विनमय पद्धति के कठनाइयों को समझाइय एव मुद्रण के अवगुणों को समझाइये।
3. Explain various functions and working of the International Monetary Fund?
अन्तर्राष्ट्रीय के मुद्रा कोष के विभिन्न कार्यों और कार्य प्रणाली की व्याख्या कीजिए।

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. How do the banks create credit? What are the limits to their credit creation?
बैंक साख का निर्माण किस प्रकार करते हैं? उनकी साख निर्माण की सीमाएं क्या हैं।
5. What are the objectives of the World Bank?
विश्व बैंक के उद्देश्य क्या हैं?
6. Define Inflation. Also describe the types of effects of Inflation.
स्फीति को समझाइये। स्फीति के प्रकार एवं इसका प्रभाव को समझाइये
7. What is Regional Rural Bank?
क्षेत्रीय ग्रामीण बैंक क्या है?
8. Describe the Role of Industrial Development Bank of India (IDBI).
भारतीय औद्योगिक विकास बैंक की भूमिका का वर्णन करें।
9. Describe the principles of Note Issue?
नोट निर्गमन के सिद्धान्त बताइये।

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक :
Subject Title : Business Communication

विषय कोड : बी.बी.ए.
Subject Code : BBA
कोर्स कोड : बी.बी.ए. 3.1
Course Code : BBA- 3.1

अधिकतम अंक : 30
Maximum Marks: 30

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

Section- A खण्ड-अ

अधिकतम अंक : 18
Maximum Marks: 18

1. Describe the main features of a business letter.
2. Discuss the various barriers of communication.
3. What do you understand by communication? What are the advantages and disadvantages of oral communication?

Section- B खण्ड-ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. What are social psychological barriers to communication?
5. Write the importance of grapevine.
6. How communication is helpful in self development?
7. Write a letter to your bank for issuing pass book.'
8. How you can ensure effective communication?
9. Write the role of channels in communication

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक :
Subject Title : Human Resource
Management

विषय कोड : बी.बी.ए.
Subject Code : BBA
कोर्स कोड : बी.बी.ए. 3.2
Course Code : BBA- 3.2

अधिकतम अंक : 30
Maximum Marks: 30

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

Section- A

खण्ड—अ

अधिकतम अंक : 18
Maximum Marks: 18

1. Explain the Principles of Human resource management and its importance.
2. “Recruitment is positive while selection is negative” comment on this statement.
3. What do you understand by Performance Appraisal?

Section- B

खण्ड—ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. Write the need and importance of training.
5. What do you understand by Executive development?
6. Explain the importance of Motivation.
7. Explain the process of Job analysis.
8. What are the methods of wage fixation?
9. Write a short note on Workers participation management in India.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन

Subject : Management

कोर्स शीर्षक :

Subject Title : Organizational Behavior

विषय कोड : बी.बी.ए.

Subject Code : BBA

कोर्स कोड : बी.बी.ए. 3.3

Course Code : BBA- 3.3

अधिकतम अंक : 30

Maximum Marks: 30

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

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Write the theories of personality.
2. Explain the Maslow's need hierarchy theory of motivation
3. Discuss the nature and concept of organizational behaviour.

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. Write the barriers of communication.
5. What is group dynamics.
6. What do you understand by organizational effectiveness?
7. How you can ensure the organizational effectiveness?
8. Write a short note on power and politics.
9. What is conflict management?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक : व्यावसायिक नीति
Subject Title : Business Policy

विषय कोड : बी.बी.ए.
Subject Code : BBA
कोर्स कोड बी.बी.ए. 3.4 (E1)
Course Code BBA- 3.4 (E1)

अधिकतम अंक : 30

Maximum Marks: 30

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

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Discuss importance of McKinsey framework for strategic planning and management?
2. Write an essay on the classical economic position, present your views on social responsibility of business
3. Describe the strategic planning in non-profit organization

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. Differentiate between social accounting and social audit?
5. List various approaches to the environmental scanning process?
6. What do you understand by "value chain approach"?
7. What are the objectives of "retrenchment strategy"?
8. Differentiate between merger & acquisition?
9. Write short note on "grid for corporate audit"?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक : व्यावसायिक नीति
Subject Title : Elements of Auditing

विषय कोड : बी.बी.ए.
Subject Code : BBA
कोर्स कोड बी.बी.ए. 3.4 (E2)
Course Code BBA- 3.4 (E2)

अधिकतम अंक : 30
Maximum Marks: 30

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

Section- A

खण्ड-अ

अधिकतम अंक : 18
Maximum Marks: 18

1. What do you understand by Auditing? Write the differentiate between Auditing and Accounting.
अंकेक्षण से आप क्या समझते हैं? अंकेक्षण एवं लेखा परीक्षा में अन्तर लिखे।
2. Write the essentials of a good Internal Control System.
एक अच्छे आन्तरिक नियन्त्रण तन्त्र के आवश्यक तत्त्वों को लिखे।
3. Discuss the major aspects of Audit Programme.
लेखा परीक्षण कार्यक्रम के प्रमुख पहलुओं की विवेचना करे।

Section- B

खण्ड-ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. What are the qualifications of a Company Auditor?
कम्पनी लेखा परीक्षक की क्या योग्यताएं होती हैं।
5. Write the basis of Valuation.
मूल्यांकन के आधार लिखे।
6. Explain the meaning and objectives of Vouching.
प्रमाणीकरण के अर्थ एवं उद्देश्यों की व्याख्या करे।
7. What do you understand by Management Audit?
प्रबन्ध अंकेक्षण से आप क्या समझते हैं?
8. What is a Clean Report?
एक स्वच्छ रिपोर्ट क्या है?
9. What are the main features of Routine Checking?
नैव्यक जाँच के प्रमुख तत्त्व क्या हैं।

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक : प्रबन्धकीय लेखांकन
Subject Title : Financial Management

विषय कोड : बी.बी.ए.
Subject Code : BBA
कोर्स कोड बी.बी.ए. 4.1
Course Code BBA- 4.1

अधिकतम अंक : 30

Maximum Marks: 30

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

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Describe the nature and objectives of Financial Management.
वित्तीय प्रबंध की प्रकृति एवं उद्देश्यों का वर्णन करे
2. What are the sources of Financing? Describe the long term financing sources.
वित्तीयन के स्रोत क्या हैं? दीर्घकालीन वित्तीय स्रोतों का वर्णन करे।
3. Discuss the role of cost of Capital in Financial Decision Making.
वित्तीय निर्णयन में पूंजी की लागत की भूमिका की विवेचना करे।

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. What do you understand by Working Capital?
कार्यशील पूंजी से आप क्या समझते हैं?
5. Write the factors affecting to Dividend Policy.
लाभांश नीति को प्रभावित करने वाले तत्वों को लिखे।
6. How operating leverage is helpful in Investment Decision?
किस प्रकार परिचालन लीवरेज निवेश निर्णय में सहायक है?
7. Describe the objectives of Receivables Management.
प्राप्ति प्रबंधन के उद्देश्यों को बताए।
8. What is Economic Order Quality?
मितव्ययिता आदेश मात्रा क्या है?
9. What do you understand by Conservative Divided Policy?
रुढ़िवादी लाभांश नीति से आप क्या समझते हैं?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन

Subject : Management

कोर्स शीर्षक :

Subject Title : Advertising Fundamental

विषय कोड : बी.बी.ए.

Subject Code : BBA

कोर्स कोड : बी.बी.ए. 4.2

Course Code : BBA 4.2

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.

Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What is advertising? Discuss its objective, scope and importance.
2. Discuss various post-testing methods for measuring advertising effectiveness?
3. Explain the role of advertising, while deciding the strategies of marketing mix?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.

Answer all questions. All questions are compulsory.

4. What is advertising Code?
5. Explain motivational approach in advertising?
6. Discuss the concept of advertising mix?
7. What is corporate advertising in Indian business scenario?
8. What are the new horizons of advertising in developing countries?
9. Explain common eroticism of functional advertising?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन

Subject : Management

कोर्स शीर्षक :

Subject Title : Entrepreneurship and small
Business Management

विषय कोड : बी.बी.ए.

Subject Code : BBA

कोर्स कोड : बी.बी.ए. 4.3

Course Code : BBA- 4.3

अधिकतम अंक : 30

Maximum Marks: 30

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

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by the concept of Entrepreneurship? Why it is important in developing economy.
2. Explain various kinds of barriers of entrepreneurship in UP?
3. Critically evaluate theory of social change of entrepreneurship?

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. What is technical up-graduation?
5. Suggest various methods of sales promotion for SSE
6. List various steps involved in preparation of project report?
7. What is office management? Give your views.'
8. What is the meaning of "Incentives" and "subsidy" for small units
9. Differentiate between long term financial resources and short term financial resources?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक : निगम प्रशासन
Subject Title : Mathematics for business
and Economics

विषय कोड : बी.बी.ए.
Subject Code : BBA
कोर्स कोड : बी.बी.ए. 4.4 (E1)
Course Code : BBA- 4.4 (E1)

अधिकतम अंक : 30

Maximum Marks: 30

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

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Discuss the term 'Function'? Also discuss its various types?
2. One ticket is drawn at random from a bag containing 30 ticked numbered from 1 to 30. Find the probability that it is a multiple of 3 or 5?
3. Define various methods of interpolation?

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. Write a note on importance of maxima and minima in business and economics?
5. Differentiate between type I and type II error?
6. Explain exponential function?
7. Find the solution of different equation.

$$(X^2+Y^2) dx=2xydy$$

8. What is matrix?
9. Explain time value of money?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन

Subject : Management

कोर्स शीर्षक : आयकर के तत्व

Subject Title : Elements of Income Tax

विषय कोड : बी.बी.ए.

Subject Code : BBA

कोर्स कोड : बी.बी.ए. 4.4 (E2)

Course Code : BBA- 4.4 (E2)

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.

Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. State the conditions which an individual must fulfil in order to be called (i) Resident, (ii) Not-ordinary resident, and (iii) Non-resident.
एक व्यक्ति को (i) निवासी, (ii) असाधारण निवासी, एवं (iii) अ-निवासी कहलाने के लिए किन-किन शर्तों को पूरा करना पड़ता है।
2. "Income-tax is charged to income yet it has not properly been defined in income-tax Act." Discuss this statement and elucidate the provisions given in income-tax Act.
'आय-कर आय पर लगाया जाता है, परन्तु आय-कर अधिनियम में इसकी समुचित परिभाषा नहीं दी गयी है।' इस कथन की व्याख्या कीजिए और आय-कर अधिनियम में प्रदत्त आय के प्रावधानों की विवेचना कीजिए।
3. What are perquisites? Discuss taxable and exempt perquisites.
अनुलाभों से आप क्या समझते हैं? कर-योग्य एवं कर-मुक्त अनुलाभों को समझाइए।

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.

Answer all questions. All questions are compulsory.

4. What is casual income?
आकस्मिक आय क्या है?
5. What do you mean by agricultural income?
कृषि आय से आप क्या समझते हैं?
6. Explain any four incomes which are completely exempted from income-tax
आय कर से पूर्णतया मुक्त किन्ही चार आयों की व्याख्या कीजिये।
7. Define the term 'Previous Year' and 'Assessment Year'
'गत वर्ष' एवं 'कर निर्धारण वर्ष' शब्दावली को परिभाषित कीजिये।
8. Explain clearly the term 'Annual value'
'वार्षिक मूल्य' शब्द को स्पष्ट कीजिये।
9. What incomes are taxable under the head 'Income from other source'.
विभिन्न स्रोतों से आय" मद में कौन-कौन सी आय कर योग्य होती है।

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन

Subject : Management

कोर्स शीर्षक : निगम प्रशासन

Subject Title : Corporate Governance

विषय कोड : बी.बी.ए.

Subject Code : BBA

कोर्स कोड : बी.बी.ए. 5.1

Course Code : BBA- 5.1

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.

Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Write an essay on corporate governance in the 21st century.
2. Discuss the role of CEO in corporate governance.
3. What are the leadership strategies? Explain.

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.

Answer all questions. All questions are compulsory.

4. Explain the organization for corporate governance
5. What do you mean by the corporate styles?
6. Briefly explain the historical perspective of corporate governance.
7. Explain the role of monitoring committees.'
8. What are the functional areas of business? Briefly explain the finance functions.
9. What are the main training strategies?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक : विक्रय प्रबन्धन
Subject Title : Sales Management

विषय कोड : बी.बी.ए.
Subject Code : BBA
कोर्स कोड : बी.बी.ए.5.2
Course Code: BBA- 5.2

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.

Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What are the elements of a sales process? Explain.
विक्रय प्रक्रिय के कौन-कौन से तत्व हैं? व्याख्या कीजिए।
2. What are the different methods used for sales promotion? Discuss.
विक्रय संवर्धन के लिए प्रयुक्त किये जाने वाले विभिन्न तरीके क्या हैं? विवेचना कीजिए।
3. What do you mean by term 'Sales Organisation'? Discuss its needs and functions.
विक्रय संगठन से आप क्या समझते हैं? इसकी आवश्यकता एवं कार्यों का विवेचना कीजिए।

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.

Answer all questions. All questions are compulsory.

4. What do you understand by the term retailing? Explain.
फुटकर वितरण से आप क्या समझते हैं? व्याख्या कीजिए।
5. What are the functions of sales manager?
विक्रय प्रबन्धक के क्या कार्य हैं?
6. Discuss various methods of determining advertising budget.
विज्ञापन बजट निर्धारण की विभिन्न विधियों की विवेचना कीजिए।
7. What do you mean by buying motive? Explain.
क्रय प्रेरणा से आप क्या समझते हैं? व्याख्या कीजिए।
8. Distinguish between recruitment and selection.
भर्ती एवं चयन में विभेद कीजिये।
9. What do you mean by advertising copy? Explain the characteristics of a good advertising copy.
विज्ञापन प्रति क्या है? अच्छी विज्ञापन प्रति की विशेषताओं की व्याख्या कीजिए।

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन

Subject : Management

कोर्स शीर्षक :

Subject Title : Total Quality Management

विषय कोड : बी.बी.ए.

Subject Code : BBA

कोर्स कोड : बी.बी.ए. 5.3

Course Code : BBA- 5.3

अधिकतम अंक : 30

Maximum Marks: 30

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

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by the concept of Total Quality Management?
How it is helpful for the business organization and their customers.
2. Explain Zuran principles for quality assurance?
3. Describe the basic approach of ISO-9000 and TQM?

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. List various tools & techniques for TQM?
5. What is Bench Marking?
6. Define Zero-Defect programme?
7. Explain road map for TQM implementation?
8. What is Re-engineering?
9. Describe cultural changes of TQM?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन

Subject : Management

कोर्स शीर्षक :

Subject Title : Marketing Research

विषय कोड : बी.बी.ए.

Subject Code : BBA

कोर्स कोड : बी.बी.ए. 5.4 (EI)

Course Code : BBA- 5.4 (EI)

अधिकतम अंक : 30

Maximum Marks: 30

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

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Why the scope of marketing research is increasing in current LPG scenario?
2. Describe the process of marketing research?
3. How MR is useful in sales promotion decisions?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. What are the elements of international marketing?
5. What is the concept of motivational research?
6. List various application areas of marketing research?
7. How you will define questionnaire in research?
8. Differentiate between primary & secondary data?
9. Discuss "Research Design"?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक : लागत के मूल तत्व
Subject Title : Elements of Costing

विषय कोड : बी.बी.ए.
Subject Code : BBA
कोर्स कोड : बी.बी.ए. 5.4 (E2)
Course Code : BBA- 5.4 (E2)

अधिकतम अंक : 30

Maximum Marks: 30

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

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Describe the meaning and objectives of Cost Accounting.
लागत लेखांकन के अर्थ एवं उद्देश्यों का वर्णन करे।
2. Write the meaning and objectives of inventory control.
स्कन्ध नियन्त्रण के अर्थ एवं उद्देश्यों को लिखे।
3. How you will ascertain the cost of Direct Labour.
आप प्रत्यक्ष मजदूरी लागत को कैसे सुनिश्चित करेंगे।

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. Differentiate between Cost Accounting and Financial Accounting
लागत लेखांकन एवं वित्तीय लेखांकन में अन्तर करे।
5. What are the components of Total Cost?
सम्पूर्ण लागत के घटक क्या है?
6. Describe the ABC analysis ?
ए.बी.सी. विप्लेषण का वर्णन करे?
7. What do you mean by FIFO method ?
फीफो विधि से आप क्या समझते है?
8. Write the methods of Wage Payment ?
मजदूरी भुगतान की विधियाँ लिखे ?
9. What do you understand by Process Costing?
प्रक्रिया लागत से आप क्या समझते है?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन

Subject : Management

कोर्स शीर्षक :

Subject Title : Conflict Management

विषय कोड : बी.बी.ए.

Subject Code : BBA

कोर्स कोड : बी.बी.ए. 6.1

Course Code : BBA- 6.1

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.

Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Explain the process and types of conflict in the organization.
2. Explain the strategies for interpersonal conflict resolution.
3. How you manage later group relations and conflicts.

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.

Answer all questions. All questions are compulsory.

4. What is inter group conflict?
5. Describe the industrial conflict resolution?
6. Explain the causes of industrial conflict?
7. Write the steps of grievance handling procedure?
8. How you will ensure good industrial relations?
9. What is workers participation in Management?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक :
Subject Title : Leadership

विषय कोड : बी.बी.ए.
Subject Code : BBA
कोर्स कोड : बी.बी.ए. 6.2
Course Code : BBA- 6.2

अधिकतम अंक : 30
Maximum Marks: 30

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

Section- A

खण्ड—अ

अधिकतम अंक : 18
Maximum Marks: 18

1. Why leadership is important in business administration?
2. Explain the various styles of leadership.
3. Discuss the salient fractures of behavioral theory of leadership.

Section- B

खण्ड—ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. What is the concept of power and influence?
5. What are the determinants of term performance?
6. Explain the essential for successful leadership is required?
7. Why cross cultural leadership is required.
8. What do you understand by leadership training programme
9. What is different between delegation and empowerment.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन

Subject : Management

कोर्स शीर्षक :

Subject Title : Environment Management

विषय कोड : बी.बी.ए.

Subject Code : BBA

कोर्स कोड : बी.बी.ए. 6.4 (ई1)

Course Code : BBA- 6.4 (E1)

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.

Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Explain LPG? Write the main characteristics of privatization?
2. Explain the effects of economic components on business environment?
3. Explain the main characteristics and importance of consumer protection

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.

Answer all questions. All questions are compulsory.

4. What is GATT?
5. What is Black Money.
6. Explain Poverty.
7. Write a short note on taxation policy?
8. What are objectives of World Bank?
9. Explain IMF?