

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, प्रयागराज

अधिन्यास (Assignment)

2020-2021

Bachelor of Business Administration

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|---------------|----------------------------|--------------|------------------|
| विषय | : प्रबन्धन | विषय कोड | : बी.बी.ए. |
| Subject | : Management | Subject Code | : BBA |
| कोर्स शीर्षक | : प्रबन्धन सिद्धान्त | कोर्स कोड | : बी.बी.ए. - 101 |
| Subject Title | : Principles of Management | Course Code: | BBA - 101 |

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 concept of planning and describe its types.
- 2- What are organization concepts? Describe organization process
- 3- Define control? Explain the process of control

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.

- 1- Write short note vroom's expectancy theory?
- 2- Write short note on Decision Making
3. What are the character tics of effective communication system?
4. What is meant by management concept?
5. Explain any theory of motivation
6. Explain the Autocratic theory of leadership?

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| Subject | : Management | Subject Code | : BBA |
| कोर्स शीर्षक | : | कोर्स कोड | : बी.बी.ए.- 102 |
| Subject Title | : Micro Economics | Course Code | : BBA - 102 |

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 meaning of Demand Forecasting? Also discuss scope and method of Demand Forecasting?
- 2- What do you understand by Elasticity of Demand? Also discuss income Elasticity and cross Elasticity of demand?
- 3- How many phases are involved in business cycle? Explain importance and use of cost benefit analysis in India

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.

1. What is law of variable proportions?
2. What do you mean by opportunity cost?
3. What is Monopoly? Explain determination of price under monopoly?
4. How is price determined under perfect competition?
5. Define concept and measurement of National Income.
6. What do you mean by Input-output in development planning?

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| Subject | : Management | Subject Code | : BBA |
| कोर्स शीर्षक | : विपणन प्रबन्धन | कोर्स कोड | : बी.बी.ए.- 103 |
| Subject Title | : Marketing Management | Course Code | : BBA - 103 |

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 marketing? Discuss its objective, nature and Importance in detail?
- 2- What do you understand by Price? Draw its importance also explain various methods of pricing?
- 3- Define Advertising. Explain objectives & utility of advertising in modern business.

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.

- 1- What do you understand from Marketing Mix?
- 2- What is the objective of marketing segmentation?
- 3- Define stages of Product Life Cycle?
- 4- Differentiate between Branding & Trademark?
- 5- Differentiate between personal selling and sales promotion?
- 6- Differentiate between "Product Brand" and "Trade Mark".

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| Subject | : Management | Subject Code | : BBA |
| कोर्स शीर्षक | : | कोर्स कोड | : बी.बी.ए.- 104 |
| Subject Title | : Financial Accounting | Course Code | : BBA - 104 |

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 various accounting concepts. Do you find any of the accounting concepts conflicting with each other? Give examples.
- 2- What do you mean by Balance Sheet? How does it differ from profit and loss Account?
- 3- What is working capital? What factors affect the size of working capital in an enterprise?

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.

1. What are the objectives of accounting information?
2. What do you mean by working capital?
3. What do you mean by current assets? Also give examples.
4. What are the purposes of accounting information?
5. What are the purposes of preparing Trial Balance?
6. State the importance and limitations of Profit and Loss Account.