

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, प्रयागराज
अधिन्यास (Assignment) 2020-2021

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 2.1
Subject Title	: Marketing Management	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.
2. Write an essay on strategic marketing frame work.
3. Who are the customers? How do customers make purchase 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. Briefly explain the various methods used for advertising?
5. What is product life cycle?
6. Distinguish between direct and indirect channels of distribution.
7. What are the various factors responsible for success or failure of a new product?
8. Discuss the types of sales promotion?
9. What is meant by market segmentation?

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अधिन्यास (Assignment)

2020-2021

Bachelor of Business Administration

Subject : Management

Subject Code : BBA- 2.2

Subject Title : Business Statistics

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 is its usefulness in research?
2. What are the elements of ideal classification?
- 3 Define Mean, Median Mode? How are they calculated?

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)	No. of power
35-40	12
40-45	30
45-50	22
50-55	30
55-60	18
60-65	10

7. Represent the following data by pie-diagram

Expenditure Foods	14
Cloathing	17
Recreation	10
Education	15
Rent	23
Miscellaneous	21

8. What is meant by random sample?
9. What is statistical error?

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2020-2021

Bachelor of Business Administration

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Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 2.3
Subject Title	: Production & Operation	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?
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 plant layout?
6. Explain the concept of inventory?
7. Explain VED?
8. Differentiate between job-enlargement and job-enrichment?
9. ABC method of Inventory?

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2020-2021

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Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 2.4 (E1)
Subject Title	: Managerial Economics	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" and Balance of Trade

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 "investment decision under risk and uncertainty"
6. Write a note on foreign trade policy.
7. Distinguish between economic costs and accounting costs
8. What is national income?
9. Explain the impact of inflation in growth of a counting?

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Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 2.4(E2)
Subject Title	: Money Banking and Financial Institution	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. Explain the objectives of the World Bank.
2. Explain how Keynes' Income approach to the value of money is an improvement over Fisher's Quantity Theory approach.
3. Explain the cooperative credit structure 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

4. State the functions of Regional Rural Banks.
5. Explain the nature of inter-relationship between Liquidity and Profitability objectives of Commercial Banks.
6. What are the types of exchange rate regimes ? Which one is the most appropriate for the present day conditions ?
7. Distinguish between (a) Demand - pull inflation and Cost - push inflation
8. Explain Unit and Branch banking system.
9. Explain SDR and its use. SDR

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Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 3.1
Subject Title	: Business Communication	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. Discuss the parts and format of reports. What are its main components?
2. Explain the process and elements of communication.
3. What are the principles of effective 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 the methods of influencing behavior?
5. Why organizational communication is essential?
6. Write the advantages of two way communication.
7. How communication resolves interpersonal conflict? What do you mean by Report?
8. What are the causes of poor organizational communication?
9. Write the kinds of visual aids.

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Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 3.2
Subject Title	: Human Resource Management	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. Describe the approaches of Human Resource Planning.
2. Why training is essential for organizations? Also write the types of training
3. What are the essential steps in an appraisal programme?

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. Why equitable pay structure is needed in the organizations?
5. What are the uses of job analysis?
6. How induction is an integrated part of training?
7. Write the prerequisites of collective bargaining
8. How appraisal will be more effective?
9. What is the role of trade unions?

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Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 3.3
Subject Title	: Organizational Behaviour	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 forces affecting organization behavior.
2. Describe the classical viewpoint of organizational behavior.
3. Explain the classical learning theory.

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 big five dimensions of personality
5. What are the components of attitude?
6. Write the dimensions of organizational culture.
7. How perceptions effect the behaviours?
8. Write the styles of leadership.
9. Discuss about need based theories.

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विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक :
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. Explain the importance of Business policy in success for business.
2. Describe the strategic planning in non-profit organization
3. Describe Promotion Policy?

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

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2020-2021

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

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. Write the essentials of a good Internal Control System
2. What do you understand by Auditing? Write the difference between Auditing and Accounting.
3. Discuss the major aspects of Audit Programme.

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 basis of Valuation.
5. What are the qualifications of a Company Auditor?
6. What do you understand by Management Audit?
7. Explain the meaning and objectives of Vouching.
8. What is a Clean Report?
9. What are the main features of Routine Checking?

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अधिन्यास (Assignment)

2020-2021

Bachelor of Business Administration

विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक :
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- "Financial management is a part of general management." Give your views about the statement.
- 2- What do you understand by capital structure? Explain the points which are considered in determining the capital structure of any business.
- 3- Explain the nature and importance of working capital. How would you estimate the working capital requirement?

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 mean by finance function
5. What is stable dividend policy?
6. Explain Pay Back Period.
7. Discuss the factors that determine the need for cash.
8. Explain the objective of inventory management.
9. What is economic order quantity?

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2020-2021

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Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 4.2
Subject Title	: Advertising Fundamental	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. Discuss the objective, scope and importance of advertising?
2. Explain AIDA Model of Advertising?
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?

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अधिन्यास (Assignment)

2020-2021

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 4.3
Subject Title	: Entrepreneurship and small Business Management	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 India business scenario?
2. Explain various kinds of supportive schemes for entrepreneur by U.P. Government?
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. Why marketing is important for small entrepreneur's?
5. Suggest various methods of sales promotion for SST
6. List various steps involved in preparation of project report?
7. What is office management? Give your own 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?

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अधिन्यास (Assignment)

2020-2021

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 4.4 (E1)
Subject Title	: : Mathematics for business	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'? What are its types?
2. Briefly state the various methods of interpolation?
3. 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?

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 time value of money?
5. Explain exponential function?
6. Write a note on importance of maxima and minima in business and economics?
7. Different between type I and type II error?
8. Find the solution of different equation. $(X^2 + Y^2) dx = 2xydy$
9. What is matrix?

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2020-2021

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Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 4.4 (E ₂)
Subject Title	: Elements of Income Tax	Course Code	: BBA -- 4.4 (E 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. How is residential status of an assessee determined for income tax purpose? Explain the incidence of residence on tax liability
2. What do you understand by exempted incomes? Explain ten incomes which are completely exempted from income tax
3. What are perquisites? Discuss taxable and exempt perquisites.

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?
5. What is permanent account number?
6. State the meaning of gross total income.
7. Explain clearly the term 'Annual value'
8. Define the term 'Previous Year' and 'Assessment Year'
9. What incomes are taxable under the head 'Income from other source'?

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2020-2021

Bachelor of Business Administration

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Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 5.1
Subject Title	: Corporate Governance	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. What is business ethics? Write the need and benefit of business ethics. ?
2. Write the role of corporate culture and leadership. ?
3. Discuss the problems of corporate culture. ?

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 employer's obligation to the firm.
5. Discuss about interpersonal relations in organization.
6. What do you understand by social cost view of duties?
7. What is internal corporate governance?
8. Explain the code and guide lines of corporate governance?
9. What is advertising ethics?

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विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 5.2
Subject Title	: Sales Management	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.
2. Explain the different methods of providing training to salesman.
3. What do you mean by the term 'Sales Organisation'?

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 retailing?
5. What are the functions of sales manager?
6. What do you understand by advertising budget? Explain.
7. What do you mean by buying motive? Discuss
8. What do you mean by media of advertising? explain briefly.
9. State the different methods used for sales promotion.

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अधिन्यास (Assignment)

2020-2021

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 5.3
Subject Title	: Total Quality Management	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. How you will define quality? Discuss its objectives, scope and importance in current make in India business scenario.
2. Explain Zuran principles for quality assurance?
3. Describe the basic approach of ISO-9000 and total quality management?

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 quality circle?
7. Explain road map for TQM implementation?
8. What is re-engineering?
9. Describe cultural changes of TQM?

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अधिन्यास (Assignment)

2020-2021

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 5.4 (E1)
Subject Title	: Elements of Costing	Course Code	: BBA -- 5.4 (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 marketing research? Discuss its various applications?
2. Differentiate between qualitative and quantitative 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 uses of marketing research?
7. How you will define questionnaire in research?
8. Differentiate between primary & secondary data?
9. Discuss "Research Design"?

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2020-2021

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 5.4 (E ₂)
Subject Title	: : Marketing Research	Course Code	: BBA -- 5.4 (E 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. Write the Meaning and Objectives of Inventory Control.
2. How you will ascertain the cost of Direct Labour.
3. Describe the ABC 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. What do you mean by FIFO method?
5. Write the methods of Wage Payment.
6. What do you understand by Process Costing?
7. Write the difference between Cost Accounting and Financial Accounting
8. What are the components of Total Cost?
- 9- What is VED analysis?

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2020-2021

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 6.1
Subject Title	: Conflict Management	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. What do you understand by conflict management & write it's nature and importance.
2. Discuss the strategies for interpersonal conflict resolution.
3. Describe the strategy and practices of workers participation in management.

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. Describe the industrial conflict resolution. **Marks: 03**
5. Explain the causes of industrial conflict. **Marks: 03**
6. Write the steps of grievance handling procedure. **Marks: 02**
7. How you will ensure good industrial relations? **Marks: 02**
8. What is workers participation? **Marks: 02**

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अधिन्यास (Assignment)

2020-2021

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 6.2
Subject Title	: Leadership	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. What do you understand by leadership? Write the features of leadership.
2. Describe the importance of path goal theory.
3. Discuss the emerging issues in 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. Explain the ethical issues in leadership.
5. How strategic leadership works in the organizations.
6. Why emotional intelligence is essential for leadership.
7. What is the importance of democratic leadership style?
8. Write the qualities of a good leader.
9. Discuss the utility of trait theory of leadership.

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2020-2021

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 6.3
Subject Title	: Retail Management	Course Code	: BBA -- 6.3

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 retail management discuss its character objectives work and importance in detail.
2. Discuss various factors affecting consumer decision making process?
3. Why strategic locations are very important for success of retail business? Explain with examples

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 steps of the process of marketing research
5. What is strategic planning process?
6. How you will define "chain of stores"? give few explain of it.
7. What do you mean by the term "pricing" list external and internal factors which affect the pricing Strategies.
8. Define "Communicate mix" for retail business?
9. Write a short note on applications of technology in variances' areas of retailing

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अधिन्यास (Assignment)

2020-2021

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 6.4 (E1)
Subject Title	: Environmental Management	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 of business environment?
3. Explain the main characteristics and importance of consumer protection

Marks: 06

Marks: 06

Marks: 06

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?

Marks: 03

Marks: 03

Marks: 02

Marks: 02

Marks: 02

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अधिन्यास (Assignment)

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विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 6.4 (E ₂)
Subject Title	: Insurance : Theory and Practices	Course Code	: BBA -- 6.4 (E 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

Insurance Course Code : B.Com S -04

1. Define insurance. Describe the functions and advantages of Insurance.
2. Why re-insurance is essential? Differentiate between double insurance and re-insurance.
3. What do you understand by life insurance? Explain the difference between life insurance and other types of insurance
4. Write the main elements of valid contracts.
5. What do you understand by marine insurance?
6. Describe the hazards of fire insurance.
7. Explain the kinds of miscellaneous insurance.
8. Write a short note of Life Insurance Corporation of India.
9. What is the difference between general contract and insurance contract