

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, प्रयागराज
अधिन्यास (Assignment) 2022-2023

Bachelor of Business Administration (BBA)

Subject: Management

Subject Code: BBA
DCBBA- 102

Subject Title: Human Resource Management

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

Section- A

Maximum Marks: 18

1. Discuss the objective, importance and scope of HRM.
2. What are the different methods of recruiting employees?
3. Management of men is a challenging job. Explain!

Section- B

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. Differentiate between performance appraisal and job evaluation.
2. Difference between job description and job specification.
3. Define Vision and Mission.
4. Write the Importance of Human Resource Planning
5. Explain the Objectives of career planning?
6. Write a short note on Job design.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, प्रयागराज
अधिन्यास (Assignment) 2022-2023

Bachelor of Business Administration (BBA)

Subject: Management

Subject Code: BBA
DCBBA- 101

Subject Title: Strategic Management

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

Section- A

Maximum Marks: 18

1. Describe the concept and level of Strategy.
- A2. Explain the approaches to social Accounting and social Audit.
3. Briefly explain the approaches to strategy formation.

Section- B

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory. Each question will carry 2 marks.

4. What do understand by corporate governance?
5. Define the term: Management by Objectives.
6. Define the term: Compensation and appraisal system.
7. What is Customer relationship Management?
8. What is Market Segmentation?
9. Define Capital Structure Planning.