

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद  
अधिन्यास (Assignment) 2017-2018  
Bachelor Business Administration (BBA)

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए. 1.1
Subject Title	: Principles of Management	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. What is Management? Describe the managerial functions.  
Or  
What are the important Principles of management? Whether it is an art or science?  
Or  
Explain the steps of controlling.
2. Explain the process of planning.  
Or  
What is meant by organization structure? Define:  
(i) Line organization  
(ii) Functional organization  
(iii) Line of staff organization  
Or  
Describe the factors determining organizational structure
3. Write the contribution of need hierarchy theory in motivation.  
Or  
Define the nature of motivation. Explain in brief the theories of motivation.  
Or  
Explain the Herzberg two factor 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. Describe the barriers of effective communication?

Or

Explain the Communication. Also explain the importance of communication.

Or

How to make communication effective?

5. Discuss the principles of coordination?

Or

Define budgetary control.

Or

What are the sources of recruitment?

6. Why control process is essential?

Or

Explain the factor determining the morale.

Or

What is a Human relation Approach?

7. What are the elements of delegation?

Or

Explain the styles of leadership.

Or

What do you understand by trait theory of leadership?

8. Write the features of directing function?

Or

Explain nature and process of planning.

Or

How Planning and controlling are interrelated

9. How forecasting plays an important role in planning?

Or

What do you mean by “Delegation of Authority”. Explain it.

Or

Why decision making is required in the organization.

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अधिन्यास (Assignment)

2017-2018

**Bachelor 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. “Financial statements are prepared using generally accepted accounting principles”. What does this statement mean why these principles are necessary?

Or

“It has been said that accountancy conforms itself to the needs of business not business to the needs of accountancy.” Explain this statement.

Or

Define accounting? What are the main objectives of Accounting?

2. What is bank reconciliation statement? How do we prepare it? Also state its benefits.

Or

Explain the terms “Ledger” and “Trial Balance”. What are the objectives of preparing a Trial Balance?

Or

What are the basic concepts of Accounting? What is their importance?

3. Differentiate between the followings:

- (i) Gross profit and net profit  
(ii) Direct expenses and indirect expenses

Or

Explain

- (i) Assets turnovers  
(ii) Capital turnovers

Or

What is debt equity ratio?

**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 accounting?

Or

Explain the essentials of a good financial statement?

Or

What is Balance sheet and Profit & Loss Account?

5. What is trial balance? How is it prepared?

Or

What are the benefits of preparing bank reconciliation statement?

Or

What is Joint Venture? Distinguish between partnership and joint venture

6. Distinguish between bill of exchange and promissory note.

Or

What is Errors of Principles?

Or

Explain Suspense Account.

7. Explain any two techniques of analysis and interpretation of financial statement?

Or

What is Double Entry system? What are its characteristics?

Or

What is Provision?.

8. From the following particulars of S Brothers prepare a cash book.

	Rs.
Commenced business with cash	10,000
Deposited in bank account	4,000
Brought goods for cash.	1,000
Cash sales	700
Wages paid	200
Rent paid	1,000

Or

What is double entry system?

Or

What is Depreciation?.

9. Why the provision of depreciation is made?

Or

Distinguish between provision and reserve?

Or

Journalise the following transaction:

	<b>Rs.</b>
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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अधिन्यास (Assignment)

2017-2018

Bachelor of Commerce (B.Com)

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

विषय कोड : बीबीए  
Subject Code : BBA  
कोर्स कोड : बीबीए- 1.3  
Course Code : BBA- 1.3/ 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. What is contract? List and discuss its various characteristics in detail.

Or

Define Business and Trace evolution of present Business activities?

Or

Discuss the essential features and objective of business and distinguish between business and profession.

2. What do you understand by Partnership? Write the Liabilities of partners.

Or

Examine merits and demerits of Sole Ownership Business.

Or

Discuss various methods of raising capital in business briefly outline the sources of Long Term Finance

3. Define the Contract of sale. Explain the essentials of a valid contract of sale.

Or

What do you understand by distribution channel? Throw light on the role of distribution channel.

Or

Discuss the meaning and causes of Business combination and also explain the benefits and evils of business combinations.

**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?

Or

Explain how advertising is useful?

Or

Main features of Company organization.

5. Who is competent to contract?

Or

Discuss personal selling strategy.

Or

Meaning and function of Business Entrepreneurship

6. Write the concept of free consent.

Or

Explain the Foreign Trade in India?

Or

Role of Middleman.

7. What is the significance of transfer of ownership?

Or

Type of Business Combinations.

Or

Procedure of Export-import trade.

8. Discuss the essentials of a Negotiable instrument.

Or

What are public enterprises?

Or

Factors determining the feasibility of business.

9. Write the Essentials of a Promissory note.  
Or

What is stock exchange?

Or

Forms of public Enterprises



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विषय :	विषय कोड :	बी.बी.ए.
Subject : BBA	Subject Code :	BBA
कोर्स शीर्षक : कम्प्यूटर फन्डामेन्टल्स	कोर्स कोड :	बी.बी.ए. 1.4 / 1.3 (सी)
Subject Title : Computer Fundamental	Course Code :	BBA- 1.4/ 1.3 (C)

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 social media? Discuss its various applications during your studies.

Or

(A) Write a step-by-step procedure to do the following activities in windows-95.

- (i) Add/Remove application
- (ii) Controlling Access to files, folders.
- (iii) To record, play and edit sound files.

(B) Write one feature and use each of the following in MS-Word.

- (i) Template Wizards.
- (ii) Macros
- (iii) Tab stops

Or

A) Explain how graph is created in MS-word.

B) What are macros? Write step for recording, running and editing macros with the help of an example.

2. Explain the various hardware & software devices?

Or

(a) Write four differences each of the following.

- (i) Router and Gateway
- (ii) Ring Topology and Star Topology.

(b) What are communication channels in networking? List two transmission media?

Or

What is ISDN? Explain the various services provided by ISDN.

3. Explain the memory hierarchy? Give characteristics of group of memory at each level.  
Or  
(a) What do you mean by normal view and page layout view of a document? How do they differ from each other?  
(b) Explain the four categories to programming languages.  
Or  
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 http?  
Or  
Explain classification of computers in detail.  
Or  
What is an E-mail? Explain the component of E-mail.
5. List various type of software?  
Or  
Describe parallel processing in detail.  
Or  
What is Computer Virus?
6. What is ERP? How it is useful for university management system.  
Or  
What is circuit switching? How is it different from message switching?  
Or  
What is Computer System? Explain the different component of computer.
7. Explain the term ISDN?  
Or  
Explain access modes and access time with reference to memory.  
Or  
What is Printer? Compare the different types of printers.
8. Differentiate between external and internal memory?  
Or  
Differentiate between micro computers mini-computers.  
Or  
List the Hardware component of Computer.

9. How you will illustrate the concept of “Big Data Analysis”?

Or

Draw and explain any three topologies of a LAN.

Or

List the function of an operating system.

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Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	: विपणन प्रबन्धन	कोर्स कोड	: बी.बी.ए.-2.1
Subject Title	: Marketing Management	Course Code	: BBA- 2.1/ BBA- 2.1 (C)

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.  
Or  
Explain the term product and describe Product Life Cycle?  
Or  
What do you understand by the concept of “Retail Management”? Discuss its characteristics and importance in detail.
2. Write an essay on strategic marketing frame work.  
Or  
What do you understand by market segmentation? Explain basis of market segmentation.  
Or  
“Market is on area not place” comment. Also describe the classification of market.
3. Who are the customers? How do customers make purchase decisions?  
Or  
Explain in detail marketing and marketing mix.  
Or  
Explain and illustrate “product life cycle.”

**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?

Or

What do you understand by product simplification?

Or

What is skimming price?

5. What is product life cycle?

Or

Explain sales forecasting and any one method of conducting sales forecasting.

Or

Write short notes on market segmentation?

6. Distinguish between direct and indirect channels of distribution.

Or

Define the term sales promotion, explain various types of salesmen.

Or

Write short notes on objective of “Marketing Resource”?

7. What are the various factors responsible for success or failure of a new product?

Or

Explain product positioning. Why correct product positioning is important?

Or

How you will define “Sales Promotion”?

8. Discuss the types of sales promotion?

Or

What is the difference between recruitment and selection?

Or

Why packaging is important in current make in India scenario

9. What is meant by market segmentation?

Or

What do you understand by the term customer relationship management?

Or

Draw the classification of consumer goods.

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## अधिन्यास (Assignment)

2017-2018

### Bachelor Business Administration (BBA)

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	: प्रबन्धकीय अर्थशास्त्र	कोर्स कोड	: बी.बी.ए. 2.2
Subject Title	: Managerial Economics	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. What is Managerial Economics?

Or

What do you understand by the term “managerial economics” and how it is different from economics?

Or

Discuss the objectives of Managerial economics. How for the study of managerial economics is useful in the decision making process?

2. What do you mean by “Market Equilibrium”

Or

Define the term market supply. Explain “Law of supply” with the help of supply curve.

Or

How do you measure the price elasticity of demand? Explain

3. Explain “Balance of Payments” and Balance of Trade

Or

Explain Returns to scale. Give reasons for the operation of diminishing returns.

Or

What is demand forecasting? Why is it needed?

### 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.  
Or  
Give 4 central problems of an economic system.  
Or  
What is law of variable proportions?
5. Write a note on “investment decision under risk and uncertainty”  
Or  
Explain Price elasticity of demand.  
Or  
What do you mean by opportunity cost?
6. Write a note on foreign trade policy.  
Or  
Discuss the law of increasing Marginal Utility.  
Or  
What is Monopoly? Explain determination of price under monopoly?
7. Distinguish between economic costs and accounting costs  
Or  
Discuss the term market structure.  
Or  
“Profit is the reward for bearing the risk” Comment?
8. What is national income?  
Or  
What do you mean by demand forecasting?  
Or  
What is Business Cycle? Explain
9. Explain the impact of inflation in growth of a country?  
Or  
What is price mechanism?  
Or  
Explain Price determination under perfect competition

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अधिन्यास (Assignment) 2017-2018

**Bachelor Business Administration (BBA)**

विषय : प्रबन्धन	विषय कोड : बी.बी.ए.
Subject : Management	Subject Code : BBA
कोर्स शीर्षक : व्यवसायिक सांख्यिकी	कोर्स कोड : बी.बी.ए. 2.3/बी.बी.ए. 2.2 (सी)
Subject Title : Business Statistics	Course Code : BBA- 2.3/ BBA- 2.2 (C)

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?  
Or  
What relation, if any has statistics with other science?  
Or  
Discuss the importance of statistics. What are various limitations of statistics?
2. What are the elements of ideal classification?  
Or  
Differentiate between Frequency polygon & Frequency curve?  
Or  
What is the purpose of classification of data? Explain different types of classification.
3. Define mean deviation, mode and standard deviation?  
Or  
From the following data calculate five year moving average of acres under tea in India.

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

Or

Given below is the distribution of weights of a group of 60 students in a class.



Weight (kg): 30-34 35-39 40-44 45-49 50-54 55-59 60-64  
No.of Student: 3 5 12 18 14 6 2  
Find the mode of the distribution.

**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?

Or

What are ratios? Explain its types.

Or

Distinguish between Skewness of Kurtosis?

5. What is pie-diagram?

Or

Explain the various methods of collection of primary data?

Or

From the data given below calculate price relatives with

(a) Chain base method b) Average price

Year	Price
2004	80
2005	85
2006	82
2007	90
2008	93

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

Or

From production of jute prepare index number taking 2000 as the base year.

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

2008	82
2009	80

Or

Calculate five year moving average.

Year : 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008

Index: 105 115 100 90 80 95 85 75 60 65

7. Represent the following data by pie-diagram

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

Or

The monthly income of 5 persons is given below:

Rs. 132, 140, 144, 136, 148

Find arithmetic mean.

Or

Find Arithmetic mean

Marks: 0-10 10-20 20-30 30-40 40-50

No.of Students: 10 12 20 18 10

8. What is meant by random sample?

Or

What is skewness? How does it differ from dispersion?

Or

What is an Ogive?

9. What is statistical error?

Or

Discuss the relative merits of "Mode" & "Median"?

Or

What is pie-diagram?

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**Bachelor Business Administration (BBA)**

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Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए. 2.4 / 2.3
Subject Title	: Production and Operation Management	Course Code	: BBA- 2.4/ 2.3 (C)

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?  
Or  
What do you understand by Transformation process? Explain.  
Or  
How does POM Interface with Marketing? How does it interface with Finance?
2. Explain various production methods? Also discuss its merits & demerits.  
Or  
Explain classification and characteristics of services.  
Or  
How does capacity planning decision influence production?
3. What are the basic assumptions in location-cost-volume analysis?  
Or  
What are the factors which affect facility location planning?  
Or  
How do capacities decision Influence Productivity?

**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?  
Or  
What do you understand by outsourcing and off shoring destinations?  
Or  
What is Group Technology?
5. What is plant layout?  
Or  
Explain product design with suitable examples.  
Or  
Why is there a need for aggregate planning?
6. Explain the concept of inventory?  
Or  
Explain process design with suitable examples.  
Or  
What is safety stock, and why is it held?
7. Explain VED?  
Or  
Explain designing of services processes.  
Or  
List the Main advantages of PERT.
8. Differentiate between job-enlargement and job-enrichment?  
Or  
What are various kinds of layouts?  
Or  
How are Quality and Productivity related?
9. ABC method of Inventory?  
Or  
Explain product/process continuum.  
Or  
What is the purpose of Job enlargement and job enrichment?

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Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	: व्यावसायिक नीति	कोर्स कोड	: बी.बी.ए. 3.1
Subject Title	: Business Policy	Course Code	: BBA- 3.1/ 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.  
Or  
Discuss importance of Mckinsey framework in strategic planning and management?  
Or  
What is Customer Relationship Management? Describe Types of CRM Programs.
2. Describe the strategic planning in non-profit organization  
Or  
Write an essay on the classical economic position, views against social responsibility as an objective of Business?  
Or  
Discuss the types of Securities.
3. Describe Promotion Policy?  
Or  
Describe the strategic planning in non-profit organization?  
Or  
What is Human Resource Development?.

**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”?  
Or  
What is Social Accounting?  
Or  
What is Social Audit?
5. Write short note on “grid for corporate audit”?  
Or  
List various approaches to the environmental scanning process?  
Or  
What is Financial Leverage?
6. Differentiate between social accounting and social audit?  
Or  
Explain value chain approach to internal analysis?  
Or  
Describe briefly the qualities of a successful leader.
7. List various approaches to the environmental scanning process?  
Or  
What do you understand by “Retrenchment strategy”?  
Or  
Explain Committee Organization.
8. What do you understand by “value chain approach”?  
Or  
Merger and Acquisition.  
Or  
Explain Audit committee.
9. Differentiate between merger & acquisition?  
Or  
What is liquidity ratio?  
Or  
What do you understand by Production Capacity?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद  
अधिन्यास (Assignment) 2017-2018  
Bachelor Business Administration (BBA)

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	: व्यवसाय संचार	कोर्स कोड	: बी.बी.ए. 3.2
Subject Title	: Business Communication	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. Discuss the parts and format of reports. What are its main components?  
Or  
Make SWOT analysis of an organization in communication situation.  
Or  
Explain various forms of business communication.
2. Explain the process and elements of communication.  
Or  
What is Business Report? Discuss its various types.  
Or  
Discuss the Modern techniques of communication.
3. What are the principles of effective communication?  
Or  
What do you mean by formal and informal communication? Make a distinction between the two.  
Or  
Write an essay on the inter-relations of communication and self- development.

**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  
Or

What do you mean by listening?

Or

Explain formal and informal communication.

5. Why organizational communication is essential?

Or

Critically evaluate the need of interview?

Or

Explain the barriers of communication at different levels.

6. Write the advantages of two way communication.

Or

What is memo? What points should be kept in mind while writing memos?

Or

What is Fax?

7. How communication resolves interpersonal conflict?

Or

Write a short note on the followings.

(a) Mock Interview

(b) Video Conferencing

Or

What do you mean by Report?

8. What are the causes of poor organizational communication?

Or

“Knowledge of culture is necessary for effective communication”. Explain this statement.

Or

What is Swot Analysis?

9. Write the kinds of visual aids.

Or

Give a specimen of prepared speech.

Or

Why listening important in Communication?



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विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए. 3.3
Subject Title	: Human Resource Management	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. Describe the approaches of Human Resource Planning.  
Or  
Explain the factors affecting Human Resource planning.  
Or  
What are the challenges being faced by Indian Industries in Human Resource Management.
2. Why training is essential for organizations? Also write the types of training  
Or  
Write the objectives and process of job analysis.  
Or  
What are the factors which have influenced fringe benefits of organization? Is it mandatory for the employer to provide fringe benefits?
3. What are the essential steps in an appraisal programme?  
Or  
What do you understand by Industrial relation? What is the rule of Government in Industrial relations?  
Or  
Write a detailed note on human resource Audit.

**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?  
Or  
What are the leadership styles?  
Or  
What is job analysis?
5. What are the uses of job analysis?  
Or  
What do you understand by Quality circles (QCs)?  
Or  
State the role of Human relations in any organization?
6. How induction is an integrated part of training?  
Or  
How you can evaluate Training?  
Or  
Differentiate between salary and wages.
7. Write the prerequisites of collective bargaining  
Or  
Write the objectives of Human resource planning.  
Or  
' Define motivation.
8. How appraisal will be more effective?  
Or  
What is the use of job analysis for organization?  
Or  
Explain the term selection.
9. What is the role of trade unions?  
Or  
What are the sources of recruitment?  
Or  
What is performance appraisal?

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Bachelor Business Administration (BBA)

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए. 3.4
Subject Title	: Organizational Behaviour	Course Code	: BBA- 3.4

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.  
Or  
Explain Nature and objectives of organizational Behaviour?  
Or  
Explain the Modern Approach of Motivation.
2. Describe the classical viewpoint of organizational behavior.  
Or  
What do you understand by Motivation and Behaviour? Also discuss Maslow's Need Hierarchy theory of Motivation.  
Or  
How does a person integrate social values with organizational values?
3. Explain the classical learning theory.  
Or  
Discuss Types and Styles of Leadership? Explain Trait theory of Leadership?  
Or  
Organizational and individual culture affects each other? Explain How?

**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  
Or  
Describe Principle of Scientific Management?  
Or  
What is value?
5. What are the components of attitude?  
Or  
Write Alderfer's ERG Theory of Motivation?  
Or  
Discuss Factors which affect attitude formation.
6. Write the dimensions of organizational culture.  
Or  
Discuss factors affecting Personality?  
Or  
What is behavioral technology?
7. How perceptions effect the behaviour?  
Or  
What are the components of learning process?  
Or  
What do you understand by group dynamics?
8. Write the styles of leadership.  
Or  
Explain Formal and Informal Groups?  
Or  
Write a short note on politics in the organisation
9. Discuss about need based theories.  
Or  
Define concept and impact of organizational culture?  
Or  
What do you understand by organizational effectiveness?

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2017-2018

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विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए. 4.1
Subject Title	: Mathematics for business and economics	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. Discuss the term 'Function'? What are its types?

Or

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?

Or

What is time value of Money? How it is useful in Economics?

2. Briefly state the various methods of interpolation?

Or

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?

Or

Find the value of X

Year	Sales (in crore)
1990	100
1995	115
2000	X
2005	160
2010	190

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?

Or

Discuss the utility of interpolation to a businessman. What are the different methods known to you for interpolation?

Or

Explain the use of Maxima and Minima in Decision making.

### 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?

Or

What is probability of getting a total of at least 9 in a single throw of two dice?

Or

Calculate Demand function.

5. Explain exponential function?

Or

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. how many in the town do not have either own car or bicycle?

Or

Find the numbers of Permutations of letters in the word "MANAGEMENT".

6. Write a note on importance of maxima and minima in business and economics?

Or

Calculate the value of the following:

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

Or

What is the probability of 53 Sundays in a leap year?

7. Different between type I and type II error?

Or

Calculate

${}_{15}C_7$

Or

Calculate

${}_{16}P_3$

8. Find the solution of different equation.

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

Or

Explain the Types of functions of Variables.

Or

Find Demand at price Rs. 2/unit.

$$9 p^3 + 3 p^2 + 7 p + 19 = D$$

9. What is matrix

Or

Find the number of permutations of letters in the word 'ENGINEERING'.

Or

What is determinant?

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अधिन्यास (Assignment) 2017-2018

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विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए. 4.3
Subject Title	: Advertising Fundamental	Course Code	: BBA- 4.3/ 4.2 (C)

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?  
Or  
What is advertising? What are the benefits of advertising?  
Or  
What is the relevance of Capital budgeting? Describe the net present value method of capital budgeting.
2. Explain AIDA Model of Advertising?  
Or  
What is an advertising Agency? Explain the Different Methods of advertising Agency-client relationship.  
Or  
What is capital structure decision? What are the factors which affect the capital structure.
3. Explain the role of advertising while deciding the strategies of marketing mix?  
Or  
How can be multimedia applied in the field of Business Management. Explain.  
Or  
What is the relevance of dividend policy? Describe Walter's model.

**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?

Or

Discuss the steps in copywriting. Explain copy structure and elements.

Or

What is Advertising Strategy?

5. Explain motivational approach in advertising?

Or

How would you measure the effectiveness of advertising?

Or

What is role of Advertising in Marketing Mix?

6. Discuss the concept of advertising mix?

Or

What are the Modern Trends of advertising with special reference to India?

Or

Explain motivational approach in Advertising.

7. What is corporate advertising in Indian business scenario?

Or

Explain how the Allocation of Advertising Budget is done.

Or

What is corporate advertising in India?

8. What are the new horizons of advertising in developing countries?

Or

Explain ethics and Truth in Indian advertising.

Or

How advertising is helpful in sales promotion?

9. Explain common criticism of functional advertising?

Or

Name some advertising Agency and gives its function.

Or

What is advertising budget?

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अधिन्यास (Assignment) 2017-2018

**Bachelor Business Administration (BBA)**

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA/B.Com
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए. 4.4 / बी.बी.ए. 4.3(सी)
Subject Title	: Entrepreneurship and small Business Management	Course Code	: BBA- 4.4

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?

Or

What are the barriers of entrepreneurship in India?

Or

Explain the role of entrepreneurship in developing economy.

2. Explain various kinds of supportive schemes for entrepreneur by U.P. Government?

Or

Explain the role of Entrepreneur. And also explain the difference between Manager and Entrepreneur.

Or

Critically evaluate theory of social change of entrepreneurship.

3. Critically evaluate theory of social change of entrepreneurship?

Or

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

Or

Explain the need for technology linkages in small scale sector and explain technical upgradation.

**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

Or

Discuss the importance of Entrepreneurship in developing economy.

Or

Define sales promotion and various ways of sales promotion for FMCG.

5. Suggest various methods of sales promotion for SST

Or

Briefly discuss the Export & Import policy.

Or

Write role of innovation in entrepreneurship.

6. List various steps involved in preparation of project report?

Or

Define the types of Innovation.

Or

Explain the concept of Merger with example in Indian Scenario.

7. What is office management? Give your own views.'

Or

Define "Product Management". Also describe the channels of distribution.

Or

What is Office Automation?

8. What is the meaning of "Incentives" and "subsidy" for small units

Or

What do you mean by "Labour Welfare"? Explain it.

Or

What skills are required for entrepreneurship?

9. Differentiate between long term financial resources and short term financial resources?

Or

Discuss the role of commercial Bank.

Or

What is foreign Direct Investment in retail sector in India?

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विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	: निगम प्रशासन	कोर्स कोड	: बी.बी.ए. 4.4
Subject Title	: Elements of Income Tax	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. How is residential status of an assessee determined for income tax purpose? Explain the incidence of residence on tax liability.  
आयकर के लिये करदाताओं की निवास स्थान किस प्रकार निर्धारित किया जाता है? निवास स्थान की कर दायित्व पर भार समझाइये।  
Or  
Define Agricultural Income. What are different kinds of Agricultural Income and their Taxation methods?  
Or  
What is the meaning of the agricultural income? What are its types? Explain any ten incomes which are related to land, but not agricultural income.
2. What do you understand by exempted incomes? Explain ten incomes which are completed excepted form income tax.  
कर मुक्त आयों से क्या आशय है? आयकर से पूर्णतया मुक्त किन्ही दस आयों की व्याख्या कीजिये।  
Or  
Merition any three exempted income?  
Or  
How is residential of an assesses determined for income tax purpose? Explain the incidence of residence on tax liability.
3. What are perquisites? Discuss taxable and exempt perquisites.

अनुलाभों से आप क्या समझते हैं? कर-योग्य एवं कर-मुक्त अनुलाभों को समझाइए।

Or

State the various heads of income.

Or

### 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?

Or

What are the basic principles of Income Tax?

Or

What is income tax? Explain

5. What is permanent account number?

स्थायी खाता संख्या क्या है?

Or

What are the concepts of Income and its definition?

Or

Who is assessee-in-default.

6. State the meaning of gross total income.

सकल कुल आय का अर्थ बताइये।

Or

List down various examples of Capital and Revenue Receipts.

Or

Explain the Permanent Account Number (PAN).

7. Explain clearly the term 'Annual value'

'वार्षिक मूल्य' शब्द को स्पष्ट कीजिये।

Or

What is the concept of Casual Income?

Or

Explain Non Resident status of Individual

8. Define the term 'Previous Year' and 'Assessment Year'

'गत वर्ष' एवं 'कर निर्धारण वर्ष' शब्दावली को परिभाषित कीजिये।

Or

What do you understand by the Incomes of Charitable and Religious Trust and its Taxability?

Or

State the meaning of Gross total income.

9. What incomes are taxable under the head 'Income from other source'?

अन्य श्रोतों से आय शीर्षक के अन्तर्गत कौन सी आयें सम्मिलित होती हैं?

Or

What is the relation between Residential Status and Tax Liability?

Or

Briefly discuss the deduction of u/s 80C of income tax act 1961.

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विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	: निगम प्रशासन	कोर्स कोड	: बी.बी.ए. 5.1
Subject Title	: Corporate Governance	Course Code	: BBA- 5.1/ BBA- 5.1 (C)

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.  
Or  
What is Corporate Governance? Throw light on historical perspective of Corporate Governance.  
Or  
Describe corporate Governance and its role?
2. Write the role of corporate culture and leadership.  
Or  
Discuss the legal and Regulatory framework of Corporate Governance in India.  
Or  
“Ethics helps in proper conduct of business”. How?
3. Discuss the problems of corporate culture.  
Or  
Explain the role of Ethics in various areas of Corporate Governance.  
Or  
What are legal and Regulating Framework of Corporate Governance?

**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.  
Or

Discuss the procedure of appointment of Directors.

Or

Who are director's? How are they appointed?

5. Discuss about interpersonal relations in organization.

Or

Discuss the role and rights of share holders in Corporate Governance.

Or

Highlights the Role of corporate Governance in India?

6. What do you understand by social cost view of duties?

Or

Discuss the Corporate Governance in various countries.

Or

Explain various objectives of corporate Governance?

7. What is internal corporate governance?

Or

Discuss the role and significance of leadership in Corporate Governance.

Or

What are benefits of corporate Governance in present state in India?

8. Explain the code and guide lines of corporate governance

Or

What is OECD?.

Or

How corporate restructuring is is done?

9. What is advertising ethics?

Or

Discuss the mechanism for corporate Governance in Twenty First Country.

Or

Discuss its principles OECD in brief?



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अधिन्यास (Assignment) 2017-2018

**Bachelor Business Administration (BBA)**

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए. 5.2
Subject Title	: Marketing Research	Course Code	: BBA- 5.2/5.4 (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. What is marketing research? Discuss its various applications?  
Or  
What is the process of conducting a market research? Why tabulation and analysis of data is important for conducting it?  
Or  
Explain importance and scope of marketing research.
2. Differentiate between qualitative and quantitative marketing research?  
Or  
Why international companies do marketing research before entering in India? Explain the scope of international Marketing Research.  
Or  
Describe the Process of Marketing Research.
3. How MR is useful in sales promotion decisions?  
Or  
Define research design? What are the various types of research design?  
Or  
Why International Marketing Research is very much essential before entering the foreign markets? What are its basic elements? How it is done? Discuss briefly.

**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?  
Or  
Bring out the difference between market research and marketing research.  
Or  
What is qualitative Research? Explain.
5. What is the concept of motivational research?  
Or  
What are the qualities of a marketing research manager?  
Or  
Which are the application areas of marketing research? Describe.
6. List various uses of marketing research?  
Or  
What do you mean by the term "Rural Marketing"?  
Or  
What do you understand by Buyer Behavior? Explain its importance.
7. How you will define questionnaire in research?  
Or  
What do you mean by Questionnaire?  
Or  
What do you understand by Market Segmentations? Explain.
8. Differentiate between primary & secondary data?  
Or  
What do you mean by Feedback and why it is important?  
Or
9. Discuss "Research Design"?  
Or  
What are the problems of conducting a consumer research?  
Or  
What are the different channels for the distribution of goods?

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अधिन्यास (Assignment) 2017-2018

**Bachelor Business Administration (BBA)**

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	: विक्रय प्रबन्धन	कोर्स कोड	: बी.बी.ए.-5.3/ बी.बी.ए.5.2 (C)
Subject Title	: Sales Management	Course Code	: BBA- 5.3/ BBA- 5.2 (C)

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.  
Or  
Discuss the importance of Sales forecasting. What are the methods used for sales forecasting?  
Or  
What is sales management? What are its features?
2. Explain the different methods of providing training to salesman.  
Or  
What is the necessity of training salesmen? Explain the different methods of training salesmen.  
Or  
Differentiate between selling and marketing?
3. What do you mean by the term 'Sales Organisation'? Discuss its needs and functions.  
Or  
Describe various uses of computerized sales management system. Throw light on its strengths and weaknesses.  
Or  
“Sales management is management of sales force.” How far do you agree with this statement? Substantiate.

**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?

Or

What do you mean by sales job analysis? Explain.

Or

Enumerate economic determinants of Consumer behavior?

5. What are the functions of sales manager?

Or

List various roles of a sales executive.

Or

What is organization buying behavior?

6. What do you understand by advertising budget? Explain.

Or

Differentiate between selling and negotiation.

Or

What is Publicity?

7. What do you mean by buying motive? Discuss

Or

What do you understand by sales organization? Discuss in short.

Or

What is a sale Promotion?

8. What do you mean by media of advertising' explain briefly.

Or

Explain the essentials of a good remuneration plan for sales staff.

Or

What is sales forecasting?

9. State the different methods used for sales promotion.

Or

Write short notes:

(a) AIDA model

(b) Sales quota

Or

What is sales Territory?

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अधिन्यास (Assignment) 2016-2017

**Bachelor Business Administration (BBA)**

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए. 5.4
Subject Title	: Total Quality Management	Course Code	: BBA- 5.4/ 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.  
Or  
Describe Deming's Fourteen Points of Quality Management.  
Or  
Describe the basic approach of ISO-9000 and TQM (Total Quality Management).
2. Explain Zuran principles for quality assurance?  
Or  
Define components of Total Quality Management. How important is the role of leadership?  
Or  
Describe scope of statistical tools and techniques in Total Quality.
3. Describe the basic approach of ISO-9000 and total quality management?  
Or  
What are the commonly used tools for TQM and their purpose?  
Or  
Define Benchmarking. Also describe the benefits and pitfalls of Benchmarking.

**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?  
Or  
What are the organizational changes required for adopting TQM system?  
Or  
Define Co-relation.
5. What is bench marking?  
Or  
Outline the objectives of TQM.  
Or  
Explain Zero-Defect Programme.
6. Define quality circle?  
Or  
Outline the steps for implementing TQM system.  
Or  
Explain unique features of TQM system.
7. Explain road map for TQM implementation?  
Or  
What are the benefits of ISO 9000 quality management system?  
Or  
Describe cultural changes of TQM.
8. What is re-engineering?  
Or  
Give the structure of TQM organization and its special features.  
Or  
Explain Road Map for TQM Implementation.
9. Describe cultural changes of TQM?  
Or  
Describe customer satisfaction measurement.  
Or  
Explain Benefits of Re-engineering.

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अधिन्यास (Assignment) 2017-2018  
Bachelor Business Administration (BBA)

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.  
Or  
What do you mean by Negotiation? Describe its scope and assumptions.  
Or  
Explain the needs and Importance of Negotiation.
2. Discuss the strategies for interpersonal conflict resolution.  
Or  
What do you mean by counseling process? Describe the Guidelines for effective counseling.  
Or  
Describe 5-D Model of the Counseling Process.
3. Describe the strategy and practices of workers participation in management.  
Or  
Point out the barriers of communication and suggest measures to remove them.  
Or  
Explain the following –  
(1) Bargaining Process (2) Types of 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 in inter group conflict?  
Or  
Explain the strategy.

Or

Describe Moral.

5. Describe the industrial conflict resolution.

Or

Describe the need and importance of Negotiation.

Or

Define Conflict Management.

6. Explain the causes of industrial conflict.

Or

Define conflict management.

Or

Explain the trends of counseling.

7. Write the steps of grievance handling procedure.

Or

Explain the role of a counselor.

Or

Describe the economical changes.

8. How you will ensure good industrial relations?

Or

What do you mean by mutual Adjustment?

Or

Explain Roger's self theory.

9. What is workers participation?

Or

Describe the Bargaining process.

Or

What are the characteristics of culture?



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अधिन्यास (Assignment) 2017-2018  
Bachelor Business Administration (BBA)

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए. 6.2/बी.बी.ए. 6.4 (ई1)
Subject Title	: Environment Management	Course Code	: BBA- 6.2/ 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?  
Or  
Define business environment. Explain the various components of business environment.  
Or  
Explain the effects of Economic components and non-economic components on business environment.
2. Explain the effects of economic components of business environment?  
Or  
What is meant by organisation structure? Define:  
(i) Line organisation  
(ii) Functional organisation  
(iii) Line of staff organisation  
Or  
What is privatization? Write its main characteristics and explain the factors affecting of privatization.
3. Explain the main characteristics and importance of consumer protection  
Or  
Define the nature of motivation. Explain in brief the theories of motivation.  
Or  
What do you understand by Consumer Protection? Throw the lights on main characteristics and Importance.

**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?

Or

Explain the Communication. Also explain the importance and barriers of communication.

Or

How to make communication effective?

5. What is Black Money?

Or

Define Budgetary control.

Or

What is International Monetary Fund?

6. Explain Poverty.

Or

Explain the factor determining the morale.

Or

Write the main objectives of World Bank.

7. Write a short note on taxation policy?

Or

Explain the theories of leadership.

Or

What EXIM policy?

8. What are objectives of World Bank?

Or

Explain nature of process of planning.

Or

What is the meaning of poverty?

9. Explain IMF?

Or

What do you mean by “Delegation of Authority”. Explain it.

Or

What do you understand by demonitisation ?

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

विषय : प्रबन्धन	विषय कोड : बी.बी.ए.
Subject : Management	Subject Code : BBA
कोर्स शीर्षक :	कोर्स कोड : बी.बी.ए. 6.3
Subject Title : Leadership	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 leadership? Write the features of leadership.

Or

Make an overview of major research approaches regarding leadership.

Or

Discuss about positive and negative leadership?.

2. Describe the importance of path goal theory.

Or

Describe the nature and consequences of participative Leadership.

Or

Discuss different types of leadership in detail.

3. Discuss the emerging issues in leadership.

Or

Discuss the self concept theory of charismatic Leadership.

Or

“Managers are not born, they are trained.” Comment.

**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.  
Or  
Discuss the Leadership styles.  
Or  
What is leadership effectiveness?
5. How strategic leadership works in the organizations.  
Or  
What are the leaders attributes about subordinates?  
Or  
Discuss the contents of Managerial work.
6. Why emotional intelligence is essential for leadership.  
Or  
What do you understand by Impression Management?  
Or  
Explain the limitation of Survey Research.
7. What is the importance of democratic leadership style?  
Or  
How Ethical Leadership is important?  
Or  
Describe the advantages of Participative Leadership.
8. Write the qualities of a good leader.  
Or  
What are the Influence tactics?  
Or  
What is autocratic leadership?
9. Discuss the utility of trait theory of leadership.  
Or  
Write the types and sources of power?  
Or  
Discuss the managerial traits and skill.