

INTERNAL ASSIGNMENT QUESTIONS
B.B.A. III YEAR
ANNUAL EXAMINATIONS MARCH / APRIL - 2019



PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION
(RECOGNISED BY THE DISTANCE EDUCATION BUREAU, UGC, NEW DELHI)

OSMANIA UNIVERSITY
(A University Accredited with A+ by the NAAC - A University with Potential for Excellence,
Hyderabad – 7 Telangana State)

DIRECTOR
Prof. Chintha Ganesh
Hyderabad – 7 , Telangana State

**PROF.G.RAM REDDY CENTRE FOR DISTANCE EDUCATION
OSMANIA UNIVERSITY, HYDERABAD – 500 007**

Dear Students,

Every student of B.B.A. III year has to write and submit **Two Assignments** for each paper compulsorily. Each assignment carries **15 marks and for two assignments it is 30 marks**. The marks awarded to you will be forwarded to the Controller of Examinations, OU for inclusion in the University Examinations marks. If you fail to submit Internal Assignments before the stipulated date, the internal marks will not be added to University examination marks under any circumstances. The assignments will not be accepted after the stipulated date. **The assignments have to be submitted by the candidates in the same academic year when they pay the examination fee for exams in first instance only.**

You are required to **pay Rs.500/- fee** towards Internal Assignment through online and submit the receipt with the assignment answers scripts at the concerned counter on or before **20-03-2019** and obtain proper submission receipt.

ASSIGNMENT WITHOUT FEE WILL NOT BE ACCEPTED

Assignments on Printed / Photocopy / Typed papers will not be accepted and will not be valued at any cost. Only hand written Assignments will be accepted and valued.

Methodology for writing the Assignments (Instructions) :

1. First read the subject matter in the course material that is supplied to you.
2. If possible read the subject matter in the books suggested for further reading.
3. You are welcome to use the PGRRCDE Library on all working days including Sunday for collecting information on the topic of your assignments.
(10.30 am to 5.00 pm).
4. Give a final reading to the answer you have written and see whether you can delete unimportant or repetitive words.
5. The cover page of the each theory assignments must have information as given in FORMAT below.

FORMAT

1. NAME OF THE STUDENT :
2. ENROLLMENT NUMBER :
3. NAME OF THE COURSE :
4. NAME OF THE PAPER :
5. DATE OF SUBMISSION :
6. Write the above said details clearly on every subject assignments paper, otherwise your paper will not be valued.
7. Tag all the assignments paper wise and submit them in the concerned counter.
8. Submit the assignments on or before **20-03-2019** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

**Prof. K. Bhaskar
Joint Director**

**Prof. Chintha Ganesh
Director**

BBA III YEAR ANNUAL EXAMINATIONS MARCH/APRIL - 2019

INTERNAL ASSIGNMENT - I

Sub: Business Environment

Paper – I

Assignment I

Answer the following questions (each question carries 5 marks))

3x5=15

1. What is Business Environment ?
2. Define Economic Growth and Economic Development
3. Define Direct Tax and Indirect Tax

Assignment II

Answer the following Questions (each question carries 5 marks)

3x5=15

1. Define Business ? Discuss its characteristics & Objectives ? Classify the Financial Institutions in India ?
2. Write about Five Year Planning and Industrial Policy of India ?
3. What is Banking ? Explain the Role of Banks in Development ?

BBA III YEAR ANNUAL EXAMINATIONS MARCH/APRIL - 2019

INTERNAL ASSIGNMENT - I

Sub: Management Accountancy

Paper – II

Assignment I

Answer the following questions (each question carries 5 marks)

3x5=15

1. Explain the features of Management Accounting
2. Explain Five Objectives of Ratio Analysis
3. Explain the applications of P/V Ratio

Assignment II

Answer the following Questions (each question carries 5 marks)

3x5=15

1. Define and Contrast Marginal Costing and Absorption Costing
2. Define Standard Costing and Explain the uses of Standard Costing with Examples
3. Explain different Approaches to Break Even Analysis.

BBA III YEAR ANNUAL EXAMINATIONS MARCH/APRIL - 2019

INTERNAL ASSIGNMENT - I

Sub: Business and Corporate Law

Paper – III

Assignment I

Answer the following questions (each question carries 5 marks)

3x5=15

1. Define Capacity to Contract. Briefly discuss Sec. 11 with regards to minors ?
2. What are Quasi Contracts ? Enumerate Quasi Contracts dealt in Indian Contract Act, 1872
3. Define an Un-paid Seller. What are different rights of an Unpaid Seller ?

Assignment II

UNIT – II : Answer the following Questions (each question carries 5 marks)

3x5=15

1. Define Director. Explain the Powers and Duties of a Director ?
2. "All agreements are not Contracts but all Contracts are Agreements". Discuss the statement explaining the essential elements of a valid contract ?
3. Define Negotiable instrument. Explain the characteristics of Negotiable Instrument ?

BBA III YEAR ANNUAL EXAMINATIONS MARCH/APRIL - 2019

INTERNAL ASSIGNMENT - I

Sub: Information Technology

Paper – IV

Assignment I

Answer the following questions (each question carries 5 marks)

3x5=15

1. Define Operating System and identify any 5 functions of OS ?
2. Explain various types of Information System
3. What do you understand by SCM ? Explain ?

Assignment II

Answer the following Questions (each question carries 5 marks)

3x5=15

1. What is Network Topology ? Explain OSI Protocol ?
2. What is IP Address ? What are the different types of DNS ?
3. Define e-commerce. List the major types of e-commerce application ?

BBA III YEAR ANNUAL EXAMINATIONS MARCH/APRIL - 2019

INTERNAL ASSIGNMENT - I

Sub: Business Communication

Paper – V

Assignment I

Answer the following questions (each question carries 5 marks)

3x5=15

1. What are the different types of communication
2. Compare Verbal and Non Verbal Communication
3. Explain about different Types of Reports ?

Assignment II

Answer the following Questions (each question carries 5 marks)

3x5=15

1. Explain the different approaches to Negotiations ?
2. What is report ? Explain the steps involved in Creating a Report ?
3. What are the contents of a Good Letter ?

BBA III YEAR ANNUAL EXAMINATIONS MARCH/APRIL - 2019

INTERNAL ASSIGNMENT - I

Paper – VI (Elective – I Marketing)

Sub: Sales and Advertising Management

Assignment I

Answer the following questions (each question carries 5 marks)

3x5=15

1. Explain about Brand Recognition in detail
2. What are Hygiene factors in Herzberg's Two Factor Theory ?
3. What is Line and Staff Organisation ?

Assignment II

Answer the following Questions (each question carries 5 marks)

3x5=15

1. Explain about Need Hierarchy Theory
2. Describe the Integrated Marketing Communications ?
3. What is Noise in the Communication Process ?

BBA III YEAR ANNUAL EXAMINATIONS MARCH/APRIL - 2019

INTERNAL ASSIGNMENT - I

Sub: Investment Management

Paper – VII (Finance Elective – II)

Assignment I

Answer the following questions (each question carries 5 marks)

3x5=15

1. How many types of Assets are there ?
2. List two important Attributes of Investment ?
3. List measures used to measure Risk ?

Assignment II

Answer the following Questions (each question carries 5 marks)

3x5=15

1. Write essay on Investment Attributes ?
2. Elaborate on Non-marketable Financial Assets ?
3. Give formula for Rate of Return of an investment ?

BBA III YEAR ANNUAL EXAMINATIONS MARCH/APRIL - 2019

INTERNAL ASSIGNMENT - I

Sub: Financial Services

Paper – I (Elective – I Finance)

Assignment I

Answer the following questions (each question carries 5 marks)

3x5=15

1. Call Money Market
2. Credit Rating
3. Zero Coupon Bonds

Assignment II

Answer the following Questions (each question carries 5 marks)

3x5=15

1. What is Financial Intermediary ? What is the distinction between Money Market and Capital Market ?
2. Discuss about the SEBI guidelines for Merchant Bankers ?
3. Discuss about Private Placement

BBA III YEAR ANNUAL EXAMINATIONS MARCH/APRIL - 2019

INTERNAL ASSIGNMENT - I

Sub: Leadership

Paper – VI (HR Elective – III)

Assignment I

Answer the following questions (each question carries 5 marks)

3x5=15

1. What is the impact on the organizational performance of a small business ?
2. What are the functions of Leadership ? Explain ?
3. What are the most common causes of failure of leadership ?

Assignment II

Answer the following Questions (each question carries 5 marks)

3x5=15

1. Explain the nine roles identified by Mintzberg ?
2. Explain Leader-member Exchange Theory ?
3. Explain all the four leader behaviors as identified and presented by the original Path-Goal-Theory ?

BBA III YEAR ANNUAL EXAMINATIONS MARCH/APRIL - 2019

INTERNAL ASSIGNMENT - I

Sub: Customer Relationship Management

Paper – VII (Marketing Elective – II)

Assignment I

Answer the following questions (each question carries 5 marks)

3x5=15

1. Discuss various types of CRM
2. Explain importance of Cost Analysis in CRM
3. Explain about E-CRM Features and functions

Assignment II

Answer the following Questions (each question carries 5 marks)

3x5=15

1. Describe the Customer Retention Strategies of Indian FMCG's with Examples (Fast Moving Consumer Goods)
2. Discuss the importance of E-CRM in present Market ?
3. Explain Customer Retention Approaches

BBA III YEAR ANNUAL EXAMINATIONS MARCH/APRIL - 2019

INTERNAL ASSIGNMENT - I

Sub: Change Management

Paper – VII (HR Elective – II)

Assignment I

Answer the following questions (each question carries 5 marks)

3x5=15

1. Define Change and discuss Framework for Change Management
2. Explain types of Organisational Change
3. Explain Drivers of Organisational Change

Assignment II

Answer the following Questions (each question carries 5 marks)

3x5=15

1. Explain the Concept, Change, Drivers Framework for Change Management
- 2.** Explain the Role of the Leaders in affecting Change Management
- 3.** Define resistance to change. Write about its nature and implications