

# **INTERNAL ASSIGNMENT QUESTIONS**

**B.B.A. III YEAR**

**SUPPLEMENTARY EXAMINATIONS SEP/ OCT - 2017**



**PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION**

(RECOGNISED BY THE DISTANCE EDUCATION BUREAU, UGC, NEW DELHI)

**OSMANIA UNIVERSITY**

(A University with Potential for Excellence and Re-Accredited by NAAC with "A" Grade)

**DIRECTOR**

**Prof. C.GANESH**

**Hyderabad – 7 , Telangana State**

Dear Students,

Every student of BBA. Third Year has to write and submit **Two Assignment** for each paper compulsorily. Each assignment carries **15 marks (15+15 =30)**. The marks awarded to you will be forwarded to the Controller of Examination, OU for inclusion in the University Examination marks. The candidates have to pay the examination fee and submit the Internal Assignment in the same academic year. If a candidate fails to submit the Internal Assignment after payment of the examination fee he will not be given an opportunity to submit the Internal Assignment afterwards, 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.

You are required to **pay Rs.500/-** towards Internal Assignment fee through on-line payment only ([www.oucde.net](http://www.oucde.net)) and submit the same along with assignments at the concerned counter **on or before 15-10-2017** and obtain proper submission receipt.

**ASSIGNMENT WITHOUT THE EXAMINATION ON – LINE PAYMENT RECEIPT 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:**

17. First read the subject matter in the course material that is supplied to you.
18. If possible read the subject matter in the books suggested for further reading.
19. 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).
20. Give a final reading to the answer you have written and see whether you can delete unimportant or repetitive words.
21. The cover page of the each theory assignments must have information as given in FORMAT below.

**FORMAT**

1. NAME OF THE COURSE :
2. NAME OF THE STUDENT :
3. ENROLLMENT NUMBER :
4. NAME OF THE PAPER :
5. DATE OF SUBMISSION :

**Note: Submit Examination fee on-line payment acknowledge receipt at counter while submitting Internal Assignment Scripts.**

22. Write the above said details clearly on every assignments paper, otherwise your paper will not be valued.
23. Tag all the assignments paper-wise and submit
24. Submit the assignments on or before **15-10-2017** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

**Prof. C. GANESH  
DIRECTOR**

# **BUSINESS ENVIRONMENT**

## **Assignment – I**

- 1) Distinguish Economic development from Economic Growth? Which one would you advocate for Indian Economy?
- 2) What is Money market? What are the different components of Money market?
- 3) Write a detailed note on current Debt market in Indian with special reference to its problems and prospects.

## **Assignment – II**

- 1) Write a note on objects and salient provisions of competition Law.
- 2) What is Globalization? Describe the impact of Globalization on Indian Economy.
- 3) Explain the salient features of current years Central Budget of India.

# MANAGEMENT ACCOUNTING

## Assignment – I

- 1) Write about the objectives and functions of Management Accounting.
- 2) From the following data, calculate the current Ratio, Liquid Ratio and Absolute Liquid Ratio.

Cash in hand	→	Rs 30,000	Cash at bank	–	Rs. 45,000
Sundry debtors	→	Rs 3,75,000	stock	-	Rs 2,80,000
Bills payable	→	Rs 72,000	Bills receivable	-	Rs. 1,00,000
Sundry creditors	→	Rs. 1,25,000	O/S. Expenses	-	Rs 63,000
Prepaid expenses	→	Rs. 32,000	Dividend payable	-	Rs. 42,000
Land & Building	→	Rs. 7,20,000	Goodwill	-	Rs. 2,75,000

- 3) Explain the following in detail.
  - (a) Profitability Ratios.
  - (b) Cost classification.

## Assignment – II

- 1) Write about break – even charts highlighting the advantages and disadvantages.
- 2) The expenses associated with units of output in a firm are given below.

Material	→	Rs 80 P.U	: Labour	–	Rs. 32 P/U
Variable factory overhead	→	Rs 20 P.U			
Bills payable	→	Rs. 1,00,000			
Sundry creditors	→	Rs. 6/P.U			
Prepaid expenses	→	Rs. 18 P.U			
Land & Building	→	Rs 9 P.U			

- 3) Write short note on :
  - (a) Zero based budgeting
  - (b) Management accounting and decision making.

# **BUSINESS AND CORPORATE LAWS**

## **Assignment – I**

**Note : Each question carries 5 marks**

Answer all the Questions

3 X 5 = 15 marks

- 1) Define Offer and Acceptance and write rules as to offer and acceptance.
- 2) What is contract of Bailment? Explain Also state the rights of Bailor and Bailee.
- 3) What is a condition and Warranty? Explain what are the implied conditions and Warranty? Explain.

## **Assignment – II**

**Note : Each question carries 5 marks**

Answer all the Questions

3 X 5 = 15 marks

- 1) What is a negotiable instrument? Explain Also trace the features of promissory Note, Cheque and Bill of Exchange.
- 2) What are the powers of Directors? Explain.
- 3) What do you understand about consumers rights? What are the Redressed Agencies which protect the consumer rights? Explain.

# **INFORMATION TECHNOLOGY**

## **Assignment – I**

- 1) Define the terms Hardware, Software and give a classification of Software with examples.
- 2) Define the Multiprogramming, Multiprocessing and give the characteristics of GUI. Give some examples GUI Operating systems.
- 3) Define MIS, DSS. Describe the importance of DSS in Organizational Decision – Making.

## **Assignment – II**

- 1) What is Multimedia? Explain use of compression techniques also the various audio and video formats used for Multimedia.
- 2) Discuss the various issues of security encountered in E – Commerce environment.
- 3) (a) Explain graphical features available in MS – Excel.  
(b) Explain the various options to create Report in MS – Access.

**LEADERSHIP**  
**(ELECTIVE HRM)**

**Assignment – I**  
**marks**

**3 X 5 = 15**

- 1) How do you come up with differences between Management and Leadership?
- 2) What are the most common causes of failure of Leadership?
- 3) Explain Likert's System – 4 Management Styles.

**Assignment – II**

**3 X 5 =**

**15 marks**

- 1) How do you distinguish between Transactional and Transformational Leadership?
- 2) Explain Managerial Grid Theory?
- 3) Explain briefly various Leadership development programs.

# **CHANGE MANAGEMENT**

## **(ELECTIVE HRM)**

### **Assignment – I**

Answer the following three (3) questions

- 1) Define change process and explain the pre – requisites for making a change in HR.
- 2) What is the change Spectrum? Explain its role in dealing with future?
- 3) Explain the relationship between change management and HRM?

### **Assignment – II**

Answer the following three (3) questions

- 1) Explain the process of bringing work related change in employees of a Software Organization?
- 2) Explain the relationship between change Management and Organizational development?
- 3) Define and develop an organizational change model?



**C.R.M.I**  
**(ELECTIVE MARKETING)**

**Assignment – I**

- 1) Explain the various types of CRM?
- 2) Explain the strategic CRM, What are the different strategies involved?
- 3) Define LIFETIME VALUE OF CUSTOMERS, How this concept useful to the CRM Managers?

**Assignment – II**

- 1) Describe the stages of retention in the Customer Life Cycle?
- 2) Write a note on role of information technology in eCRM?
- 3) Discuss CRM implementation process?

**INVESTMENTS MANAGEMENT**  
**(ELECTIVE FINANCE)**

**Assignment – I (Max. Marks : 15)**

- 1) (a) Define Investment and list out various types of Investments.  
(b) What is an Investment avenue? Compare and contrast various Investment alternatives as per the risk and return trade – off.  
(c) Define risk and discuss various types of risk with suitable example.
- 2) (a) Discuss the characteristics of Equity Shares.  
(b) What is fundamental analysis?  
(c) Describe the importance of industry analysis in the decision making.
- 3) (a) What are the attributes and characteristics of Bond?  
(b) A Bond face value is Rs. 1,000 was issued 5 years ago at a coupon rate of 12%. The Bond has a maturity period of 10 years and as on today there are 5 years left for final repayment at par. If the current market interest rate is 15%, what is the present value of the bond? What is its current yield?  
(c) (i) YTM vs. YTC  
(ii) Ex – ante risk vs. Ex – post risk.

**Assignment – II (Max. Marks : 15)**

- 1) (a) Define portfolio with an example. What is portfolio risk? And what the methods/techniques that are available to calculate the risk of a portfolio?  
(b) Explain Harry. M. Markowitz theory of portfolio diversification in order to create an efficient portfolio.
- 2) (a) Define Systematic and unsystematic risks with suitable examples.  
(b) Do you think ‘Diversification’ reduces the risk of investment? Give an example.
- 3) (a) Define mutual funds. Explain the features of mutual funds.  
(b) Explain various types of mutual funds. And also explain the various schemes offered by mutual funds in India.

# **BUSINESS COMMUNICATION**

## **Assignment – I**

**Note : Answer the following questions, They carry equal marks**

- 1) Explain the concept and process of communication with help of a diagrams.
- 2) What are the barriers to effective communication?
- 3) Write ahort notes on the following :
  - (a) Listening – Active and passive
  - (b) Verbal communication
  - (c) Body Language
  - (d) Kinesics and Proxmics

## **Assignment – II**

**Note : Answer the following questions, They carry equal marks**

- 1) Define Negotiation, Explain the steps involved in the process of effective negotiation.
- 2) What are the contents of a good business report?
- 3) What is an interview? What are the various types of interview? Explain the guidelines for effective interview.

# **SALES AND ADVERTISEMENT MANAGEMENT**

## **ELECTIVE (MARKETING)**

### **Assignment – I**

- 1) Explain the importance and objectives of sales management?
- 2) What are the objectives of physical distribution management?
- 3) Describe the different types of personal selling?

### **Assignment – II**

- 1) Explain the nature and role of sales force management?
- 2) Discuss importance of company training?
- 3) Explain the importance of motivation? And process of motivation?

# **FINANCIAL SERVICES**

## **EIECTIVE (FINANCE)**

### **Assignment – I**

**Note : Answer the following questions. All questions carry equal marks.**

- 1) Define Financial System. Discuss about broad constituents of India Financial system.
- 2) What is New Issues Market? Outline the process involved in making a public issue.
- 3) Write short notes on the following :
  - (a) Money Market
  - (b) Capital Market
  - (c) Stock Exchange
  - (d) B.S.E. Index

### **Assignment – II**

**Note : Answer the following questions. All questions carry equal marks.**

- 1) Explain the Recommendations of Narasimham Committee and their significance in the context of banking reforms.
- 2) Define Factoring. Explain various types of Factorial services.
- 3) Write short notes on the following :
  - (a) Bank Rate
  - (b) S.L.R & C.R.R
  - (c) Bill Discounting
  - (d) Credit Rating