

INTERNAL ASSIGNMENT QUESTIONS
B.B.A. III YEAR
ANNUAL EXAMINATIONS APRIL / MAY - 2021



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. G.B.Reddy
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 submit the Exam fee receipt along with the assignment answers scripts at the concerned counter on or before **10.07.2021**. 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 **10.07.2021**. at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

**Prof. G.B.Reddy
Director**

BBA III YEAR ANNUAL EXAMINATIONS APRIL/MAY - 2021

INTERNAL ASSIGNMENT

Sub: Business Environment

Paper – I

Assignment I

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

3x5=15

1. What are the components of Business Environment ? Elaborate.
2. Write any two Economic growth theories.
3. Discuss the evolution of Indian Financial System.

Assignment II

Answer the following Questions (each question carries 5 marks)

3x5=15

1. What are the key components of capital market ?
2. Define MNC. Explain whether MNCs are boon or bane to Indian Economy.
3. Write the objectives and functions of WTO.

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INTERNAL ASSIGNMENT

Sub: Management Accountancy

Paper – II

Assignment I

Answer the following questions (each question carries 5 marks)

3x5=15

1. (a) Define management accounting. How it is different from financial accounting ?
(b) Describe various cost elements based on their nature and functions.
2. (a) Describe nature and purpose of major category of ratios
(b) What are the limitations of ratio analysis ?
3. (a) Prepare and present the structure of cost sheet.
(b) Bring out various differences between marginal costing and absorption costing.

Assignment II

Answer the following Questions (each question carries 5 marks)

3x5=15

1. (a) What is CVP Analysis ? How it is different from break-even point ?
(b) What is margin of safety and angle of incidence ?
2. (a) What is Budget ? Budgeting ? and Budgetary Control ?
(b) What is ZBB? What are the advantages and limitations ?
3. (a) What is standard costing ? What are its advantages and limitations ?
(b) What is variance analysis ? and bring out various types variances such as cost, labour etc.

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INTERNAL ASSIGNMENT

Sub: Business and Corporate Law

Paper – III

Assignment I

Answer the following questions (each question carries 5 marks)

3x5=15

1. What are the essential elements of a Valid Contract ? Explain.
2. Explain the rights and duties of partners in a Partnership as per the Act.
3. Explain the characteristics of different types of Negotiable Instruments.

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Write the salient features of memorandum of Association.
2. What is the legal status of a Director ?
3. What is the importance of competitive commission of India ? Explain its powers and functions.

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INTERNAL ASSIGNMENT

Sub: Information Technology

Paper – IV

Assignment I

Answer the following questions (each question carries 5 marks)

3x5=15

1. Explain Computer Systems ? Describe its memory, input and output devices.
2. What are the advantage and disadvantages of DBMS ?
3. What is Multimedia? What are different business applications of multimedia ? Explain in detail.

Assignment II

Answer the following Questions (each question carries 5 marks)

3x5=15

1. Explain the advantages and disadvantages of Internet in detail.
2. What do you understand by information ? Explain various information systems with suitable example.
3. Write a note on MS Office i.e. Word, Excel, Power Point and Access.

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INTERNAL ASSIGNMENT

Sub: Business Communication

Paper – V

Assignment - I

Answer the following questions (each question carries 5 marks)

3x5=15

1. Explain the barriers to effective communication.
2. Explain the process of negotiation.
3. Explain the ingredients of effective presentation.

Assignment - II

Answer the following Questions (each question carries 5 marks)

3x5=15

1. What are the essentials of a good report ?
2. Explain the various types of reports.
3. What are the different types of interviews ?

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INTERNAL ASSIGNMENT

Sub: Financial Services

Paper – VI (Elective – I Finance)

Assignment I

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Explain the process of new issue management.
2. Explain the concept and functions of stock exchange
3. Describe the types of lease.

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x3=15

1. Explain the types of factoring.
2. Describe the types of mutual funds
3. Explain the concept and importance of credit rating.

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INTERNAL ASSIGNMENT

Sub: Investment Management

Paper – VII (Finance Elective – II)

Assignment I

Answer the following questions (each question carries FIVE marks)

3x5=15

1. (a) Define Investment and discuss about various attributes of Investment .
(b) Bring out the differences between investment and speculation
2. (a) Risk vs uncertainty
(b) Discuss various types of risks with suitable examples.
3. Write a note of on fundamental analysis that the consists economic analysis, Industry analysis and company analysis.

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x3=15

1. (a) Discuss the characteristics of fixed income securities.
(b) Explain types of yields (CY, YTM etc) with suitable examples.
2. Explain briefly the “Markowitz Model” of portfolio construction including limitations.
3. (a) Explain the concept of Mutual funds and its types.
(b) How to calculate NAV ? Illustrate the same with a suitable example.

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INTERNAL ASSIGNMENT

Sub: Leadership Management

Paper – VI (HR Elective – I)

Assignment - I

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Define leadership and illustrate the impact of leadership on organizational performance.
2. What are the effective leadership behaviours and attitudes ?.
3. Write notes about Transactional Vs Transformational leadership

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Explain various leadership styles with examples.
2. Describe Path – Goal Theory of Leadership .
3. Write notes about Leadership succession.

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INTERNAL ASSIGNMENT

Sub: Change Management

Paper – VII (HR Elective – II)

Assignment - I

Answer the following questions (each question carries 5 marks)

3x5=15

1. What are various forces of Change ? Explain the barriers to change.
2. Explain the role of a leader in affecting change in on organization.
3. What are the factors contributing to resistance of change ?

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x5=15

1. What are the change agents ? Explain the skills required for the role of a change agent.
2. What is the importance of culture in change management ? Explain
3. Explain the Human resources Interventions within Organisations.

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INTERNAL ASSIGNMENT

Paper – VI (Elective – I Marketing)

Sub: Sales and Advertising Management

ASSIGNMENT – I

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Explain the importance of Sales and Distribution management.
2. What are the different channel members of Physical Distribution ? Explain their Functions.?
3. Explain different types of Personal Selling.

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Explain the responsibility of a Sales Job.
2. Discuss the AIDA Model of Advertising.
3. What do you understand by advertising planning ? Discuss.

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INTERNAL ASSIGNMENT

Sub: Customer Relationship Management

Paper – VII (Marketing Elective – II)

Assignment I

Answer the following questions (each question carries 5 marks)

3x5=15

1. What are the different issues involved in both CRM and Relationship Management ?
2. What are the different building blocks for CRM ?
3. Describe the stages of retention in the Customer Life Cycle.

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Describe the Kano's Model of Customer Delight.
2. What do you understand by different levels of eCRM ?.
3. Discuss the step by step processes involved in CRM implementation ?