

**INTERNAL ASSIGNMENT QUESTIONS**  
**B.B.A. III YEAR**  
**SUPPLEMENTARY EXAMINATION - 2022**



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

**OSMANIA UNIVERSITY**

(A University Accredited by NAAC with "A" + Grade Category – I Graded Autonomy by UGC)  
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 the student will be forwarded to the Examination Branch, OU for inclusion in the marks memo. If the student fail to submit Internal Assignments before the stipulated date, the internal marks will not be added to in the final marks memo under any circumstances. The assignments will not be accepted after the stipulated date. **Candidates should submit assignments only in the academic year in which the examination fee is paid for the examination for the first time.**

Candidates are required to submit the Exam fee receipt along with the assignment answers scripts at the concerned counter on or before **15<sup>th</sup> November, 2022** and obtain proper submission receipt.

**ASSIGNMENT WITHOUT EXAMINATION FEE PAYMENT RECEIPT (ONLINE) WILL NOT BE ACCEPTED**

**Assignments on Printed / Photocopy / Typed 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 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 **15<sup>th</sup> November, 2022** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

**DIRECTOR**

# **BBA III YEAR EXAMINATIONS SUPPLEMENTARY - 2022**

## **INTERNAL ASSIGNMENT**

**Sub: Business Environment**

**Paper – I**

### **Assignment I**

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

**3x5=15**

1. What are the factors of Business Environment ?
2. Briefly explain the Indian Financial Institutions.
3. What is a prospectus? What are its contents?.

### **Assignment II**

**Answer the following Questions (each question carries 5 marks)**

**3x5=15**

1. Explain the role of Saving, Investment and National Income growth in Indian Economy.
2. Describe the role of Commercial banks in economic development.
3. Write a detailed note on the direct taxes being Levied in India.

# **BBA III YEAR EXAMINATIONS SUPPLEMENTARY - 2022**

## **INTERNAL ASSIGNMENT**

### **Sub: Management Accountancy**

#### **Paper – II**

##### **Assignment I**

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

**3x5=15**

1. Define Management Accounting and state its objectives
2. Define Ratio? Discuss its Advantages and Limitations.
3. Describe the assumptions of Break even Analysis

##### **Assignment II**

**Answer the following Questions (each question carries 5 marks)**

**3x5=15**

1. Discuss the Advantages and limitations of Marginal Costing.
2. List out the Differences between Fixed Budget and flexible Budget.
3. Explain the advantages and limitations of Standard Costing.

# **BBA III YEAR EXAMINATIONS SUPPLEMENTARY - 2022**

## **INTERNAL ASSIGNMENT**

**Sub: Business and Corporate Law**

**Paper – III**

**Assignment I**

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

**3x5=15**

1. Define the term “Contract”. What are the essentials of a valid Contract?.
2. Define discharge of Contract. What are the modes of discharge of contract.
3. Define Negotiable Instrument. Explain the characteristics of Negotiable Instrument

## **ASSIGNMENT – II**

**Answer the following questions (each question carries FIVE marks)**

**3x5=15**

1. What are ‘Quasi-Contracts’ ? Enumerate the ‘Quasi-contracts’ dealt in Indian Contract Act, 1872.
2. Distinguish between Articles and Memorandum of Association.
3. Define Director. Explain the powers and duties of a Director.

# **BBA III YEAR EXAMINATIONS SUPPLEMENTARY - 2022**

## **INTERNAL ASSIGNMENT**

**Sub: Information Technology**

**Paper – IV**

### **Assignment I**

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

**3x5=15**

1. Define Hardware and explain various components of Computer with a Block Diagram.
2. What are the functions of an Operating System and its types.
3. Write about different types of Network Topologies.

### **Assignment II**

**Answer the following Questions (each question carries 5 marks)**

**3x5=15**

1. Discuss information and write the relationship between DATA, INFORMATION, KNOWLEDGE, UNDERSTANDING and WISDOM using a graph.
2. What are the different types of Information System..
3. Write brief in about ethical & Social issues in Information System.

# **BBA III YEAR EXAMINATIONS SUPPLEMENTARY - 2022**

## **INTERNAL ASSIGNMENT**

**Sub: Business Communication**

**Paper – V**

### **Assignment - I**

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

**3x5=15**

1. Define Communication and explain Importance of Communication in Business.
2. Formal communication.
3. Explain the Different Approaches to Negotiation.

### **Assignment - II**

**Answer the following Questions (each question carries 5 marks)**

**3x5=15**

1. What are the Different types of Visual Aid and their relevance for presentation.
2. What is Report ? Different types of Reports.
3. State the need for preparing a Resume ?

# **BBA III YEAR EXAMINATIONS SUPPLEMENTARY - 2022**

## **INTERNAL ASSIGNMENT**

**Sub: Financial Services**

**Paper – VI (Elective – I Finance)**

### **Assignment I**

**Answer the following questions (each question carries FIVE marks)**

**3x5=15**

1. What is Money Market and Capital Market.
2. Write the process of New Issue.
3. What are the various Credit Control techniques adopted.

### **ASSIGNMENT – II**

**Answer the following questions (each question carries FIVE marks)**

**3x3=15**

1. What are different types of lease.
2. Discuss the types & Process of Factoring.
3. Write the Methodology of Credit Rating.



# **BBA III YEAR EXAMINATIONS SUPPLEMENTARY - 2022**

## **INTERNAL ASSIGNMENT**

**Sub: Investment Management**

**Paper – VII (Finance Elective – II)**

### **Assignment I**

**Answer the following questions (each question carries FIVE marks)**

**3x5=15**

1. Define Investment and explain investment attributes. Outline different types of assets.
2. Explain Investment Decision Process.
3. Write short notes on: Mutual funds, Insurance Policies, Types of Risk.

### **ASSIGNMENT – II**

**Answer the following questions (each question carries FIVE marks)**

**3x3=15**

1. Write short notes on: Equity shares, Preference shares, Public Issue, Rights Issue and Private Placement.
2. Explain fundamental Analysis and outline its scope.
3. Explain: Economic Analysis, Industry Analysis and Company Analysis.

# **BBA III YEAR EXAMINATIONS SUPPLEMENTARY - 2022**

## **INTERNAL ASSIGNMENT**

**Sub: Leadership**

**Paper – VI (HR Elective – I)**

### **Assignment - I**

**Answer the following questions (each question carries FIVE marks)**

**3x5=15**

1. Explain the nature of Leadership using Five Metaphors ?
2. Explain Mitzberg's classification of Leadership roles ?
3. What are functions of Leadership ?

### **ASSIGNMENT – II**

**Answer the following questions (each question carries FIVE marks)**

**3x5=15**

1. What are Six Warning Signs and Causes of Leadership Failure ?
2. Describe Leadership Grid theory ?
3. Explain the Trait Theory of Leadership ?

# **BBA III YEAR EXAMINATIONS SUPPLEMENTARY - 2022**

## **INTERNAL ASSIGNMENT**

**Sub: Change Management**

**Paper – VII (HR Elective – II)**

### **Assignment - I**

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

**3x5=15**

1. Explain the concept and Need for change and what are change Drives.
2. Explain faces of change Discuss about External and Internal Forces.
3. What is Organizational change what are the Individual barriers for Organizational changes.

### **ASSIGNMENT – II**

**Answer the following questions (each question carries FIVE marks)**

**3x5=15**

1. Explain the Meta Model of planned change and what are the Different stages in planned Model .
2. Explain the phases in organizational Development and Strategies for Organizational change Managements.
3. Define Organizational Development Explain the Model of Organization Development Process.

# **BBA III YEAR EXAMINATIONS SUPPLEMENTARY - 2022**

## **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 Different Types of Distribution channels.
2. Discuss Major Duties & Responsibilities of Sales Job.
3. Narrate various Motivational Theories to encourage Sales Team.

### **ASSIGNMENT – II**

**Answer the following questions (each question carries FIVE marks)**

**3x5=15**

1. Discuss various promotional Methods with Example.
2. Explain various choices of Media for Advertisement.
3. Discuss the Steps in Integrated Marketing Communication Plan.

# **BBA III YEAR EXAMINATIONS SUPPLEMENTARY - 2022**

## **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. Define CRM ? Explain the concept and Importance of CRM.
2. State different types of CRM ?
3. Discuss various strategies adopted to retain the customers in business.

##### **ASSIGNMENT – II**

**Answer the following questions (each question carries FIVE marks)**

**3x5=15**

1. What is e-CRM ? List out the features and advantages.
2. Discuss various Building Blocks of CRM Strategy ?
3. Define a Call Centre ? Explain the features and functionalities of Call Centre.