

INTERNAL ASSIGNMENT QUESTIONS
B.B.A. III YEAR
ANNUAL EXAMINATIONS - 2026



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. N.Ch. Bhattacharyulu
Hyderabad – 7 , Telangana State

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

Dear Students,

Each student has to write the answers to the Assignment questions with neat own handwriting using **BLUE PEN** (Black Ink not allowed) for each paper. Assignments have to submit after the payment of Rs.500/- by showing the receipt of the same. If the Assignment is not submitted within stipulated time i.e. before the theory exams / last date is treated as absent.

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. YEAR WISE (I, II & III YEAR) :
5. TITLE OF THE PAPER :
6. 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 **20-02-2026** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

DIRECTOR

INTERNAL ASSIGNMENT
Sub: Business Environment
Paper – I

Section – A

Answer the following all Questions. Each Question carries 5 Marks

3x5=15

1. What is Business Environment? Main components and Economic systems.
2. Discuss the classification of Financial Institutions in India.
3. Industrial Licensing Policy -1951-1991.

Section – B

Answer the following all Questions. Each Question carries 5 Marks

3x5=15

1. Explain important Economic Policies and concepts Growth and Development.
2. What are the functions of commercial banks?
3. Structure, Role and Agreements and Implications of WTO.

INTERNAL ASSIGNMENT
Sub: Management Accounting
Paper – II

Section – A

Answer the following all Questions. Each Question carries 5 Marks

3x5=15

1. Cost Accounting and Cost apportionment.
2. Job costing. Scope of management accounting.
3. Nature of Management accounting.

Section – B

Answer the following all Questions. Each Question carries 5 Marks

3x5=15

1. Distinguish between financial accounting and management accounting.
2. Define Ratio Analysis. Explain the classification of ratios.
3. Define cost accounting. Explain the objectives and limitations of cost accounting.

INTERNAL ASSIGNMENT

Sub: Business and Corporate Law

Paper – III

Section – A

Answer the following all Questions. Each Question carries 5 Marks

3x5=15

1. Breach of Contract.
2. Quasi Contract
3. Sale and Agreement

Section – B

Answer the following all Questions. Each Question carries 5 Marks

3x5=15

1. Write about valid contract.
2. Write about types of Negotiable Instruments.
3. Write about Consumer protection council.

INTERNAL ASSIGNMENT
Sub: Information Technology
Paper – IV

Section – B

Answer the following all Questions. Each Question carries 5 Marks

3x5=15

1. Discuss the characteristics of a computer and explain major components.
2. Explain MIS and describe how MIS supports decision making at different management levels.
3. Define Network Topologies and explain any three with diagrams.

Section – B

Answer the following all Questions. Each Question carries 5 Marks

3x5=15

1. What is an operating systems? Describe the major functions of an Operating System.
2. A) Discuss Internet Addressing with an example
B) Explain the difference between www.FTP
3. What is E-Commerce? Discuss different types of online business models.

INTERNAL ASSIGNMENT
Sub: Business Communication
Paper – V

Section – A

Answer the following all Questions. Each Question carries 5 Marks

3x5=15

1. Write down the communication process.
2. Explain verbal and non-verbal communication.
3. Explain types of process of presentation.

Section – B

Answer the following all Questions. Each Question carries 5 Marks

3x5=15

1. Write the basics and techniques of Report Writing.
2. Explain about the business letters.
3. Write the types of interview.

INTERNAL ASSIGNMENT
Sub: Financial System and Services
Paper – VI (Elective – I Finance)

Section – A

Answer the following all Questions. Each Question carries 5 Marks

3x5=15

1. Discuss important constituents of Capital Market in India.
2. Explain about various instruments of money markets.
3. Describe the concept and functions of stock exchange.

Section – B

Answer the following all Questions. Each Question carries 5 Marks

3x5=15

1. Mention the various types of learning.
2. Discuss about the techniques of credit control used by central bank of country
3. Define Mutual Fund and explain its features.

INTERNAL ASSIGNMENT
Sub: Investments Management
Paper – VII (Finance Elective – II)

Section – A

Answer the following all Questions. Each Question carries 5 Marks

3x5=15

1. Discuss the types of non marketable Financial Assets.
2. What are the commonly analyzed macro economic factors?
3. Define Bonds. What are the attributes of bonds.

Section – B

Answer the following all Questions. Each Question carries 5 Marks

3x5=15

1. Describe the process of calculating YTM.
2. Define Markowitz diversification. Explain the statistical method used by to obtain the risk reducing benefit.
3. Define Mutual Funds. Explain its objectives and features of Mutual Funds.

INTERNAL ASSIGNMENT
Sub: Leadership
Paper – VI (HR Elective – I)

Section – A

Answer the following all Questions. Each Question carries 5 Marks

3x5=15

1. Define Leadership and explain the differences between management and leadership.
2. What is the need and importance of leadership ?
3. What is the impact of leadership on organizational performance?

Section – B

Answer the following all Questions. Each Question carries 5 Marks

3x5=15

1. What are the key characteristics of effective leaders ?
2. How do leadership roles and motives influence leadership effectiveness?
3. What are the measures of success and failure in leadership?

INTERNAL ASSIGNMENT
Sub: Change Management
Paper – VII (HR Elective – II)

Section – A

Answer the following all Questions. Each Question carries 5 Marks

3x5=15

1. Discuss various types of change. List elements in planned change.
2. Explain different approaches in Organisational Change.
3. Discuss the factors contributing towards Resistance of change.

Section – B

Answer the following all Questions. Each Question carries 5 Marks

3x5=15

4. Explain leadership role and change agent role in change
5. Human Resource Interventions in Organisational Change.
6. Explain main perspectives of organization culture.

INTERNAL ASSIGNMENT

Paper – VI (Elective – I Marketing)

Sub: Sales and Advertising Management

Section – A

Answer the following all Questions. Each Question carries 5 Marks

3x5=15

1. Describe the different types of personal selling.
2. Explain the theories of motivation.
3. Define sales planning? Describe the sales management process.

Section – B

Answer the following all Questions. Each Question carries 5 Marks

3x5=15

1. Explain Advertising goals and benefits of Advertising.
2. Describe Advertisement Execution.
3. Discuss the different types of Advertising Media.

INTERNAL ASSIGNMENT
Sub: Customer Relationship Management
Paper – VII (Marketing Elective – II)

Section – A

Answer the following all Questions. Each Question carries 5 Marks

3x5=15

1. What is CRM ? Explain the purpose and importance of CRM and elaborate the history of CRM.
2. What are different types of CRM?
3. What is Relationship Marketing? List the purpose and significance of relationship marketing?

Section – B

Answer the following all Questions. Each Question carries 5 Marks

3x5=15

1. What is Consumer Behaviour? List the factors influencing Consumer Behaviour?
2. What is e-CRM? List its advantages and functions.
3. Write about features, functionalities and types of call Centres.
