

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

INTERNAL ASSIGNMENT - I

Sub: Human Resource Management

Paper – I

Assignment I

UNIT – I : Answer the following questions (each question carries 5 marks)

3x5=15

1. Define Human Resource Management and explain its managerial functions
2. Define Quality of Work Life ? Explain its Key Elements.
3. What is Collective Bargaining ? Discuss the structure of Collective Bargaining

Assignment II

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

3x5=15

1. What is the Significance for reliability in the use of selection methods ?
2. Write a note on the important provisions of the Standing Orders
3. Discuss the measures for improving Industrial Relations ?

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INTERNAL ASSIGNMENT - I

Sub: Management Science

Paper – II

Assignment I

UNIT – I : Answer the following questions (each question carries 5 marks)

3x5=15

1. Briefly explain the Production system and its characteristics
2. What are the Objectives of an ideal Plant Layout ?
3. Define Operations Research ? Discuss about its basic Models

Assignment II

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

3x5=15

1. Write about Production Planning and Control
2. Explain process life cycle ?
3. Discuss the role of stores department in materials management

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INTERNAL ASSIGNMENT I

Sub: Basic Marketing

Paper – III

Assignment I

UNIT – I : Answer the following questions (each question carries 5 marks)

3x5=15

1. Explain the nature and scope of marketing ?
2. What is Segmentation ? What are its benefits ?
3. Write a note on Product Line ?

Assignment II

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

3x5=15

1. What do you understand by Marketing Environment? Explain its components ?
2. Define Advertising ? Explain the characteristics of Advertising ?
3. Write a note on “Loss Leader Pricing” ?

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INTERNAL ASSIGNMENT

Sub: Elements of Financial Management

Paper – IV

Assignment I

UNIT – I : Answer the following questions (each question carries 5 marks)

3x5=15

1. Define the scope of Financial Management
2. Explain about the features of Equity Shares
3. What is a Bond ? Discuss its features

Assignment II

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

3x5=15

1. Calculate CFATS ?

Yr	CFBT
1	10,000
2	12,000
3	13,000

Dep = 2,000
Tax @ 50%

2. Find the Future Values of Cash flows after 3 years ?

Yr	Cash Flow
1	20,000
2	25,000
3	30,000

$i = 10\%$
 $n = 3 \text{ yrs}$

3. Discuss the scope of Venture Capital in India ?

B.B.A. II YEAR
INTERNAL ASSIGNMENT - ANNUAL 2019
Subject : GENERAL ENGLISH

Section – A

UNIT – I : Answer the following short questions (each question carries two marks) 5x2=10

1. What does intelligence mean ?
2. Who is Albert Edward ?
3. What is a Metaphor ?
4. Who is the “Unknown Citizens of the Poems title” ?
5. What happens to Billy near the mental home ?

Section – B

UNIT – II : Answer the following Questions (each question carries Five marks) 2x5=10

1. What Is Poets attitude towards ‘the unknown citizen’ ?
2. Describe the speaker experience of home coming ?