

# **INTERNAL ASSIGNMENT QUESTIONS**

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

**ANNUAL EXAMINATIONS - 2025**



**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 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 \_\_\_\_\_ 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 \_\_\_\_\_ at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

**DIRECTOR**

# **BBA III YEAR ANNUAL EXAMINATIONS - 2025**

## **INTERNAL ASSIGNMENT**

### **Sub: Business Environment**

#### **Paper – I**

##### **Assignment I**

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

**3x5=15**

1. Define Economic Environment policies, conditions, effects and components.
2. Difference between Economic Growth & Development. What about India.
3. Discuss the components of Capital Market

##### **Assignment II**

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

**3x5=15**

1. Evolution of Financial Institutions in India.
2. Meaning of money markets, kinds, Investments and features of money markets
3. Evolution of Commercial Banks in India. Its role, structures and functions.

# **BBA III YEAR ANNUAL EXAMINATIONS - 2025**

## **INTERNAL ASSIGNMENT**

### **Sub: Management Accounting**

#### **Paper – II**

##### **Assignment I**

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

**3x5=15**

1. Define Management Accounting and Explain its objectives and Tools ..
2. Differentiate between Cost Accounting and Financial Accounting & Management Accounting.
3. Prepare a cost sheet and explain the methods and systems of costing.

##### **Assignment II**

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

**3x5=15**

1. Define Financial Ratios and Explain their clarification and limitations.
2. Explain the formulas and steps involved in calculating Liquidity Ratios and leverage (Solvency) Ratios.
3. Describe the formulas and procedures for Determining Activity (efficiency) Ratios and Probability Ratios ?

# **BBA III YEAR ANNUAL EXAMINATIONS - 2025**

## **INTERNAL ASSIGNMENT**

**Sub: Business and Corporate Law**

**Paper – III**

**Assignment I**

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

**3x5=15**

1. Write about Breach of Contract.
2. Write the Definition of Contract, offer, acceptance, consideration.
3. Write about Sale and Agreement to Sell.

## **ASSIGNMENT – II**

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

**3x5=15**

1. Write about Negotiable Instruments & its Characteristics.
2. Write about Incorporation of Company, Memorandum, Articles and Association.
3. Write about the Rights of Consumers, under the consumer protection councils.

# **BBA III YEAR ANNUAL EXAMINATIONS - 2025**

## **INTERNAL ASSIGNMENT**

### **Sub: Information Technology**

#### **Paper – IV**

##### **Assignment I**

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

**3x5=15**

1. Explain the types of Information System.
2. Briefly discuss about the types of Networks.
3. Discuss about Data, Information and Knowledge.

##### **Assignment II**

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

**3x5=15**

1. Briefly discuss the Multimedia formats.
2. What is Social Networking. Explain.
3. Discuss about Internal Security.

# **BBA III YEAR ANNUAL EXAMINATIONS - 2025**

## **INTERNAL ASSIGNMENT**

### **Sub: Business Communication**

#### **Paper – V**

##### **Assignment - I**

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

**3x5=15**

1. Define communication. Explain the process.
2. Explain the types of Communication and Barriers of Communication.
3. Explain the concepts of Negotiating in detail.

##### **Assignment - II**

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

**3x5=15**

1. What is Presentation. Explain the process and structure.
2. Explain the basics and structure of writing a Report.
3. Define Interview, Explain the preparation for an Interview.

## **4. BBA III YEAR ANNUAL EXAMINATIONS - 2025**

### **INTERNAL ASSIGNMENT**

**Sub: Financial System and Services**

**Paper – VI (Elective – I Finance)**

#### **Assignment I**

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

**3x5=15**

1. Define primary securities market and discuss about the broad structure of Primary Market ?.
2. Define commercial banks and discuss about characteristics and primary functions of Commercial Bank?
3. Outline the role of SEBI in the context of Stock Market Reforms.

#### **ASSIGNMENT – II**

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

**3x3=15**

1. Define leasing and explain characteristics of leasing contract.
2. What is break even lease rental ? How is it calculated? Illustrate it with suitable example.
3. Define factoring and describe the functions of a factor?



# **BBA III YEAR ANNUAL EXAMINATIONS - 2025**

## **INTERNAL ASSIGNMENT**

**Sub: Investments Management**

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

### **Assignment I**

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

**3x5=15**

1. Explain investment decision process.
2. What is Fundamental Analysis?
3. Define Bonds and Describe the Characteristics and Types of Bonds ?

### **ASSIGNMENT – II**

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

**3x3=15**

1. Define Mankowitz Model.
2. Define Efficient portfolio and Efficient Frontier.
3. Explain the various schemes offered by Mutual Funds in India.

# **BBA III YEAR ANNUAL EXAMINATIONS - 2025**

## **INTERNAL ASSIGNMENT**

**Sub: Leadership**

**Paper – VI (HR Elective – I)**

### **Assignment - I**

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

**3x5=15**

1. Management Vs Leadership.
2. Explain Leadership characteristics and functions.
3. Explain Leadership styles.

### **ASSIGNMENT – II**

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

**3x5=15**

1. Explain the situational factors that influence leadership effectiveness.
2. Explain all the four Leadership behaviours as identified and presented by the original Path – Goal theory.
3. Explain four Leadership styles of Hersey – Blanchard Model.

# **BBA III YEAR ANNUAL EXAMINATIONS - 2024**

## **INTERNAL ASSIGNMENT**

**Sub: Change Management**

**Paper – VII (HR Elective – II)**

### **Assignment - I**

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

**3x5=15**

1. Discuss theoretical Frame work of Change Management.
2. Explain various Elements in a planned Change.
3. Explain different approaches for Organizational Change.

### **ASSIGNMENT – II**

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

**3x5=15**

1. Explain various positive & Negative factor for resistance of Change.
2. Narrate the Transformational Leader role in Change.
3. Organizational culture perspectives.

# **BBA III YEAR ANNUAL EXAMINATIONS - 2025**

## **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. What is personal selling ? Describe the different types of personal selling.
2. Explain the importance of sales force recruitment and selection.
3. How the sales planning and budgeting ? Importance of sales management process.

### **ASSIGNMENT – II**

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

**3x5=15**

1. What is Media Planning? What are the factors influencing the choice of Media.
2. Describe the Integrated Marketing Communications.
3. Explain the advertising at different stages and types of Advertising.

# **BBA III YEAR ANNUAL EXAMINATIONS - 2024**

## **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 is CRM ? Explain the history of CRM.
2. Write a detailed note on different types of CRM.
3. List the strategies for building CRM.

### **ASSIGNMENT – II**

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

**3x5=15**

1. What is Relationship Marketing ? List the purpose of relationship marketing ?
2. Discuss the systematic approach to training and development of employees sales force.
3. Write a detailed note on features, functionalities and types of call – centres,

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