

INTERNAL ASSIGNMENT QUESTIONS
B.B.A. II YEAR
SUPPLEMENTARY EXAMINATIONS - 2025



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. N.Ch. Bhattacharyulu
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 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 **15-11-2025** 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 **15-11-2025** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

DIRECTOR

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Paper – I Human Resource Management

Assignment - I

Answer the following Questions (each question carries 5 marks)

3x5=15

1. Define HRM ? Explain the Functions of HRM ?
2. Explain the process of Human Resource Planning ?
3. Write about the process of Job Analysis ?

ASSIGNMENT – II

Answer the following Questions (each question carries 5 marks)

3x5=15

1. Explain the Methods of Training and Development ?
2. Discuss the various approaches of Industrial Relations ?
3. Explain the Methods of Performance Appraisal ?

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Paper – II Management Science

Assignment I

Answer the following questions (each question carries 5 marks)

3x5=15

1. Describe various process technologies.
2. Explain factors influencing the plant / facility location ?
3. Discuss the role of stores department in materials management ?

Assignment II

Answer the following Questions (each question carries 5 marks)

3x5=15

1. Explain the functions of production planning and control ?
2. Discuss briefly various inventory control techniques ?
3. Explain different types of plant layout ?

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Paper – III Basics of Marketing

ASSIGNMENT – I

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Difference between Selling & Marketing.
2. Define Segmentation & Target Marketing.
3. Pricing Policy.

Assignment II

Answer the following Questions (each question carries 5 marks)

3x5=15

1. Discuss the bases for Segmentation in detail.
2. Explain product life cycle with a diagrammatic Representation in detail.
3. Explain Integrated Marketing Communication in detail with Examples.

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Paper IV : Elements of Financial Management

ASSIGNMENT – I

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Explain the Goals at Financial Management.
2. Discuss about the emerging role of Finance Manager in India.
3. Distinguish between present value and future value.

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Discuss the different Long term Sources of Finance.
2. Explain the different components of Cash flow.
3. Define Bond discuss its Features.