INTERNAL ASSIGNMENT QUESTIONS

B.B.A. II YEAR
SUPPLEMENTARY EXAMINATION - 2026

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. Dr. N.Ch. Bhatracharyulu
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 **TwoAssignments** 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 **30th November, 2026** 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 **30th November, 2026** 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. Strategic HRM
2. HRP
3. Recruitment

ASSIGNMENT – II

Answer the following Questions (each question carries 5 marks) 3x5=15

1. Define HRM. Write the features and objectives of HRM.

2. Write the Role of Globalisation in HR Policy and Practice.

3. Define HR Planning and explain the objectives of HR Planning.

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Paper – II Management Science

Assignment I

Answer the following questions (each question carries 5 marks)
3x5=15

1. Explain characteristics of Job Shop. Batch Production ?
2. Explain process Life Cycle.
3. Discuss scope of Operation Management.

Assignment II

Answer the following Questions (each question carries 5 marks)
3x5=15

1. Briefly explain plant layout types.
2. Explain factors influencing factory location.
3. Discuss production planning and control.

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Paper – III Basics of Marketing

ASSIGNMENT – I

Answer the following questions (each question carries FIVE marks) 3x5=15

1. Define Marketing.
2. Positioning
3. Consumer Behaviour

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks) 3x5=15

1. Philosophies of marketing in detail.
2. Product Life Cycle and its stages with examples.
3. Define Advertising ? Explain promotion mix in detail.

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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 role of Finance Manager in the contemporary phase.
2. What is present value? Explain with an example.
3. What are the various instruments of long term financing ?

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)
3x5=15

1. What is an ordinary share ? Explain its features.
2. Define BEP and discuss its importance and advantages.
3. Define Bond and discuss its features.