INTERNAL ASSIGNMENT QUESTIONS

B.B.A. III YEAR
SUPPLEMENTARY EXAMINATIONS

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. 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. III 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

BBA III YEAR Supplementary EXAMINATIONS

INTERNAL ASSIGNMENT
Sub: Business Environment
Paper – I

Assignment I

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

1. Discuss the factors affecting Business Environment ?
2. Explain the characteristics associated with economic Development.
3. Briefly discuss the trends of National Income.

Assignment II

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

1. Explain the classification of Financial Institutions in India.
2. Describe the role of Commercial banks in economic development.
3. Explain the role of Monetary Policy in Economy.

BBA III YEAR Supplementary EXAMINATIONS

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 discuss its need and importance.
2. Define Ratio and Discuss its utility and Limitations ratio Analysis..
3. Describe the assumptions of Break even Analysis.

Assignment II

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

1. Discuss the Advantages and disadvantages of Marginal Costing.
2. List out the differences between Fixed Budget and Flexible Budget.
3. Explain the advantages and limitations of Standard Costing.

BBA III YEAR Supplementary EXAMINATIONS

INTERNAL ASSIGNMENT
Sub: Business and Corporate Law
Paper – III

Assignment I

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

1. Define “Contract”. Explain types of Contract.
2. What is breach of Contract ?. Explain Remedies of contract.
.
3. Write a short note on Indian Partnership act -1932.

ASSIGNMENT – II

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

1. What is a negotiable instrument? Explain the types and features of negotiable instruments.
2. Write a short note on Companies act - 196/2013.
3. Explain about the mechanism of consumer protection in India.

BBA III YEAR Supplementary EXAMINATIONS

INTERNAL ASSIGNMENT
Sub: Information Technology
Paper – IV

Assignment I

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

1. What is a Software? Explain in detail with examples System Software and Application software .
2. What is Information System? Explain MIS, DSS, EIS.
3. What is Multimedia? Explain with examples Multimedia Audio & Video Formats.

Assignment II

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

1. Explain about WWW, Intranet and Internet ?.
2. What is E-Commerce? Briefly discuss types of E-Commerce and its applications.
3. What is Database? Explain Advantages of Database.

BBA III YEAR Supplementary EXAMINATIONS

INTERNAL ASSIGNMENT
Sub: Business Communication
Paper – V

Assignment - I

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

1. Explain Typology of communication.
2. Discuss steps in presentation process.
3. Explain qualities of Good Resume.

Assignment - II

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

1. Explain negotiation process & its Relevance in Communication.
2. Present the “Structure of business Report” with example.
3. Narrate the Ingredients of Effective Interviews.

BBA III YEAR Supplementary EXAMINATIONS

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 Money Market and Capital Market.

2. Define Primary Securities Market and discuss about the broad structure of Primary Market.

3. What are the problems facing India Secondary Market?.

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)
3x3=15

1. Define Monetary Contract and what are the method used to credit control?.
2. Define Leasing and explain charactristics, Types of leasing contract.
3. What are Credit Rating ?. " What are the functions of credit ratings ".

BBA III YEAR Supplementary EXAMINATIONS
INTERNAL ASSIGNMENT
Sub: Investments Management
Paper – VII (Finance Elective – II)
Assignment I

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

1. Discuss different Attributes the investors would consider before investing.

2. Discuss briefly about mutual funds, insurance policies in India.

3. Define Risk and distinguish between systematic Risk and unsystematic Risk.

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)
3x3=15

1. Discuss the forces that drive competition and influence profit potential for industries according to Michael Porter.

2. Write short notes on
   a) Coupon rate.
   b) Current yield.
   c) YTM
   d) Bond price and yield relationship.

   3.What is portfolio theory ? Explain the Assumptions and principles underlying the portfolio theory.

BBA III YEAR Supplementary EXAMINATIONS

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

Assignment - I

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

1. Explain the concept of Leadership.
2. Management V/s Leadership.
3. Explain Leadership functions.

ASSIGNMENT – II

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

1. Define the Leadership styles.
2. explain self awareness and self discipline.
3. Explain the path goal theory of leadership effectiveness.

BBA III YEAR Supplementary EXAMINATIONS
INTERNAL ASSIGNMENT
Sub: Change Management
Paper – VII (HR Elective – II)

Assignment - I

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

1. Define change and explain types of change.
2. Explain Elements of Planed Change.
3. Individual Change Vs Group Change.

ASSIGNMENT – II

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

1. Explain process based Change Model.
2. Explain the role of leader in implementing change.
3. Elaborate Resistance to change and explain Factors Contributing to resistance.

BBA III YEAR Supplementary EXAMINATIONS
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. Describe the different Types of personal selling.

2. Explain sales force Recruitment and selection.

3. Explain the Theories Motivation.

ASSIGNMENT – II

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

1. How the sales planning and budgeting important in sales management process.

2. Describe the Integrated Marketing Communications.

3. . Describe the advertising goals and benefits.

BBA III YEAR Supplementary EXAMINATIONS
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. List of Advantages of CRM..
2. What is CRM? List various types of CRM ?
3. What is Relationship Marketing? List of Relationship Marketing.

ASSIGNMENT – II

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

1. Discuss at length the various stages of customer life cycle.
2. What is e-CRM? Discuss it features, functions and importance ?
3. How to implementing CRM, write down a step-by-step process?.

***