

INTERNAL ASSIGNMENT QUESTIONS
B.B.A. III YEAR
ANNUAL EXAMINATIONS MARCH / APRIL - 2017



PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION
(RECOGNISED BY THE DISTANCE EDUCATION BUREAU, UGC, NEW DELHI)
OSMANIA UNIVERSITY
(A University with Potential for Excellence and Re-Accredited by NAAC with "A" Grade)

DIRECTOR
Prof. SHIVARAJ
Hyderabad – 7 , Telangana State

**PROF.G.RAM REDDY CENTRE FOR DISTANCE EDUCATION
OSMANIA UNIVERSITY, HYDERABAD – 500 007**

Dear Students,

Every student of BBA III year has to write and submit **Two Assignments** for each paper compulsorily. Each assignment paper carries **(15+15) 30 marks**. The marks awarded to you will be forwarded to the Controller of Examination, OU for inclusion in the University Examination 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 assignment marks will not be accepted after the stipulated date,

You are required to **pay Rs.500/- fee** towards Internal Assignment marks through DD (in favour of Director, PGRRCDE, OU) and submit the same along with assignment at the concerned counter **on or before 31st March, 2017** and obtain proper submission receipt.

ASSIGNMENT WITHOUT THE DD 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:

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. B.B.A. III Year :
 4. NAME OF THE PAPER CODE :
 5. DATE OF SUBMISSION :
- DD No. & Date

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 assignment number wise.
8. Submit the assignments on or before **31st March, 2017** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

**Dr.N.R.Giridhar
Joint Director**

**Prof. Shivaraj
Director**

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INTERNAL ASSIGNMENT

Paper I : Business Environment

ASSIGNMENT – I

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Explain the factors determining business environment.
2. What is National Income ? How to you measure it.
3. Outline the contents of Indian Financial market.

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Explain clearly the 1956 Industrial policy.
2. What is Fiscal budget? Discuss the current Union Budget.
3. Write the functions of I R D A

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Paper II : Management Accounting

ASSIGNMENT – I

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Define the terms Cost, Costing and Cost Accounting and explain in detail the advantages and limitations of Cost Accounting.
2. Explain the following terms:
 - a) Cost allocation and Cost Appointment
 - b) Interest coverage ratio and Total fixed costs coverage ratio.
3. Vertex India Limited and recorded a gross profit of Rs.88,000/- for the year. Its gross profit ratio is 18%. Inventory turnover is 8 times, Debtors turnover ratio is 4 months, Creditors turnover ratio is 4 months and Opening stock is same as that of closing stock.

You are required to find:

- a) Sales
- b) Closing stock
- c) Debtors and
- d) Creditors

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Explain briefly each of the following items.
 - a) Marginal Cost Equation
 - b) Angle of Incidence
 - c) Any one limitation of Budgetary Control
 - d) Budgeting versus Forecasting
 - e) Budget Manual
2. Compare and Contrast in detail Fixed and Flexible Budgets.
3. Consider the following information:

Selling price per unit is Rs.123
Variable Cost per unit is Rs.67
The total fixed costs are Rs.1,44,555
The total sales of the firm are Rs.11,07,000

You are required to find:-

- a) P-V Ratio
- b) Break-Even Point and
- c) Margin of safety

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Paper III : Business and Corporate Law

ASSIGNMENT – I

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Write notes about the essential elements required for a valid contract.
2. Write about power of Board.
3. Discuss the rights of consumers and provide the details of consumer protection councils. .

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x5=15

1. State the rights and obligations of an agent.
2. Discuss the rights of a partner in a partnership firm and discuss the extent of implied authority of a partner under the partnership Act, 1932.
3. Discuss the importance of Intellectual Property Rights and explain the types of IPR.

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Paper IV : Information Technology

ASSIGNMENT – I

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Discuss the applications of multimedia in businesses.
2. Explain about the following
 - i. Browsers
 - ii. Search Engines
 - iii. Social Networking
3. Define RFID. Discuss the applications of RFID

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Explain about different physical communication media used in transmission of data.
2. Explain the features of executive information systems.
3. Discuss the ethical and social issues because of use information technology in organizations.

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Paper V : Business Communication

ASSIGNMENT – I

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Explain the process of communication
2. Describe the types of non verbal communication.
3. Explain the negotiation process and phases involved.

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Explain the types of reports.
2. Describe the contents of good resume.
3. Explain the do's and don't's in a good interview

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INTERNAL ASSIGNMENT

ELECTIVE : Marketing

Paper VI : Sales and Advertisement Management

ASSIGNMENT – I

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Explain the importance of Sales and Distribution management ?
2. What are the factors for motivating and compensating the sales force ?
3. What do you understand by a Selling skills and communication skills ?

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x5=15

1. What are basic types of sales organization ? Explain in detail ?
2. Discuss the various types of media ?
3. What do you understand by advertising planning ? Discuss.

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ELECTIVE : MARKETING

Paper VII : Customer Relation Management (CRM)

ASSIGNMENT – I

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Explain the features of CRM, and justify the benefits of CRM.
2. What are different building blocks for CRM ? Explain in detailed ?
3. Describe the stages of retention in the Customer Like Cycle ?

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Define LIFETIME VALUE OF CUSTOMERS, How this concept useful to the CRM Managers ?
2. Explain the Three Dimensions of E-CRM WITH suitable Examples ?
3. Discuss the step-by-step process involved in CRM implementation ?

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ELECTIVE : HRM

Paper VI : Leadership

ASSIGNMENT – I

Answer the following questions (each question carries FIVE marks)

3x5=15

1. What is Leadership ? Explain the importance of Leadership in an organization.
2. Explain about Transactional and Transformational Leadership.
3. Explain the Path – Goal theory of Leadership.

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Write a note on effective leadership behaviours and attitudes.
2. Explain about Leadership Grid theory.
3. Explain the Hersey – Blanchard situational Leadership model.

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ELECTIVE : HRM

Paper VII : Change Management

ASSIGNMENT – I

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Define change and discuss the types and forces of change.
2. Explain process based change models.
3. What is the role of change agents and change management. Explain the skills required for the role of a change agent.

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Discuss the elements and strategies for a planned change.
2. What is resistance to change ? Discuss the factors contributing to resistance to change.
3. write notes on human resources interventions within organizations.

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Paper VI : Financial Services

ELECTIVE : FINANCE

ASSIGNMENT – I

Answer the following questions (each question carries FIVE marks)

3x5=15

1. What are features of financial services ? Discuss the types of financial services.
2. What are the functions of, and role of merchant bankers in the Indian capital market?
3. Describe the features of hire purchase. What are its advantages? How does hire purchase differ from leasing?

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x3=15

1. What is a mutual fund ? Describe the types of mutual funds.
2. Explain the credit rating process.
3. What is factoring ? Discuss the types of factoring.

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Paper VII : Investments Management

ELECTIVE : FINANCE

ASSIGNMENT – I

Answer the following questions (each question carries FIVE marks)

3x5=15

1. (a) "Investment is the sacrifice of certain present value for uncertain future". Discuss this statement in the light of importance of investment.

(b) Bring out the comparisons between investment and speculation.
2. Discuss the nature and functions of stock exchanges with specific reference to SEBE and its recent guidelines in regulation of stock markets in India.
3. (a) Compare and contrast Risk VS Return VS Diversification.
(b) Explain the parameters that you consider for equity valuation.

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Define and discuss the various types of bonds and its features. Explain YTM and YTC with suitable data.
2. What is portfolio ? What is portfolio risk? Explain Markowitz portfolio theory and its application and assumptions.
3. Consider your own data and demonstrate Sharp's, Treynor's and Jensen's portfolio measures.