

## **ASSIGNMENTS**

**BBA (Defence- Distance Mode)**

**(Academic Session 2020-21)**

## **INSTRUCTIONS**

**The students are required to read carefully and follow the instructions given below-**

- Submission of one complete Assignment in each course of the programme is compulsory.
- Completed Assignments on prescribed Assignment Booklets or on A4 sheets with the required details are to be submitted online in pdf format through Google Classroom (BBA -Defence class). The link for the google class is sent through email.
- Write your name, roll number, contact number and other details as required on the cover page of Assignment Booklet.
- **Write your name and roll number on top of every page of the assignment.**
- For your record keep a copy of your Assignments.
- Please go through your programme guide carefully for further details.

**Course Title: Principles of Business Management**

**Course Code: BBA-101**

**Session: 2020-21**

**Max. Marks: 30**

**Note: Attempt any three of the following five questions. All questions carry equal marks.**

1. Discuss the nature and importance of Management.
2. Discuss the concept, importance and types of planning.
3. Define motivation. Discuss any three theories of motivation.
4. What is the need for change management? Give examples.
5. Write short notes on the following-
  - a. Staffing
  - b. Directing
  - c. Leadership
  - d. Control

**Course Title: Principles of Marketing**

**Course Code: BBA-106**

**Session: 2020-21**

**Max. Marks: 30**

**Note: attempt any 3 questions. All questions carry equal marks**

1. What do you mean by market segmentation? Why and how are markets segmented?
2. Explain the product life cycle in detail. How do marketing strategies change as a product moves through various stages of the life cycle?
3. What do you understand by the 'price' of a product? Explain various pricing strategies with suitable examples.
4. What do you understand by channels of distribution? Explain the factors determining the choice of a suitable channel of distribution.
5. What is physical distribution? Explain the components of physical distribution.

**Course Title: Introduction to Business Finance**

**Course Code: BBA-204**

**Session: 2020-21**

**Max. Marks: 30**

**Note: attempt any 3 questions. All questions carry equal marks.**

1. What are the objectives of financial management? Discuss the functions of finance.
2. What do you mean by over and under capitalization? Write their causes and remedies.
3. Discuss the relationship between dividend payout and value of a firm.
4. Discuss various methods of Capital budgeting.
5. Write short notes on **any two** of the following:
  - a. Walter Model
  - b. SEBI
  - c. Cost of retained earnings

**Course Title: Business Environment**

**Course Code: BBA-205**

**Session: 2020-21**

**Max. Marks: 30**

**Note: attempt any 3 questions. All questions carry equal marks**

1. Discuss the dimensions of business environment.
2. What is the role of government in business? Give examples.
3. Define industrial relations. Discuss the different parties in industrial relations.
4. What are the features of Indian foreign trade?
5. Write short notes on
  - a. Industrial Policy
  - b. Industrial sickness
  - c. EXIM Policy
  - d. Balance of payment

**Course Title: Fundamental of Entrepreneurship**

**Course Code: BBA-301**

**Session: 2020-21**

**Max. Marks: 30**

**Note: Attempt any 3 questions. All questions carry equal marks**

1. Discuss the theories of entrepreneurship.
2. What are the important factors that the entrepreneur must consider before starting a business?
3. What are the social responsibilities of an entrepreneur?
4. What are the challenges and opportunities for women entrepreneurs?
5. Write short note on any two of the following
  - a. Small Business
  - b. Incentives and subsidies
  - c. Entrepreneurial behavior
  - d. Venture

**Course Title: Personal Selling and Salesmanship**

**Course Code: BBA-304**

**Session: 2020-21**

**Max. Marks: 30**

**Note: Attempt any 3 questions. All questions carry equal marks**

1. Define Personal Selling. State and explain the various stages in the Process of Selling.
2. Describe the role and task of a Salesman in closing of sales.
3. Explain the Qualities of a good Salesman
4. Discuss the advantages and limitations of choosing Selling as a career.
5. Write short notes on any two of the following:
  - a. Selling Skills
  - b. AIDA Model of Selling
  - c. Tour Diary
  - d. Cost of Advertising v/s Cost of Personal Selling