

**BBA- Second Year (3<sup>rd</sup> Semester)**

**Session:** Aug – Dec 2021

**Courses:** BBA 301-18, BBA 302-18, BBA 303-18, BBAGE 301-18, BBASEC 301-18, BMPD 302-18

**Dear Student,**

You have to complete three Assignments for each of the courses in the Bachelor of Business Administration - 3<sup>rd</sup> semester. Before you attempt the assignments, please read the instructions carefully

**Submission**

The student needs to submit all the assignments within the stipulated time. The completed assignments should be submitted as per the following schedule.

Assignment Number	Last Date of Submission	To be Submitted to
Assignment No.1	16 <sup>th</sup> September, 2021	<b>Concerned Subject Teacher</b>
Assignment No.2	16 <sup>th</sup> October, 2021	
Assignment No.3	16 <sup>th</sup> November, 2021	

**Instructions**

**The students are advised to follow the instructions carefully before writing the assignments:**

The title page should contain information about Name, Roll Number, Programme Title, Course Code, Course Title, Assignment Code, Signature and Date. It may look like this:

It is important that student should write the answers of all the questions in his/her own words.

Name.....
Roll No.....
Programme Title .....
Course Code & Title.....
Assignment Code.....
Signature.....
Date.....

The answers should be according to the word-limit set for a particular section.

1. It is expected that answer to each question be written as per guidelines mentioned in the assignment. Make sure that the answer is logical and systematic.
2. Use A4 size ruled paper for writing assignment and tie all the pages carefully. Allow a 4 cm margin on the left and leave some space between each answer. This will facilitate the evaluator to write useful comments in the margin at appropriate places.
3. Responses should be hand written. Do not copy answers from the book and sheets of other student.
4. Write the question number with each answer.

**WISH YOU ALL THE BEST**

A.S. Group of Institutions, Khanna

**Organizational Behaviour (BBA 301-18)**

Assignment Code: BBA–II (3)/ASST-I/2021-2022

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 3 and 4 in 400 words.

1. Define individual Behaviour. (2)
2. “Organizational Behaviour represents interaction among individuals, groups and Organizations.” Elucidate. “ (4)
3. Discuss in detail classical conditioning theory of learning. (4)

**Organizational Behaviour (BBA 301-18)**

Assignment Code: BBA–II (3)/ASST-II/2021-2022

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 3 and 4 in 400 words.

1. Define Stereotyping. (2)
2. What is an attitude? Discuss how attitude are formed. (4)
3. Discuss in detail Mc Gregor’s theory of X and theory Y. (4)

**Organizational Behaviour (BBA 301-18)**

Assignment Code: BBA–II (3)/ASST-III/2021-2022

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 3 and 4 in 400 words.

1. Define Stress Management. (2)
2. Explain the various stages in group formation. Discuss the consequences of group Cohesiveness. (4)
3. Define how culture can be created and sustained. (4)

**Marketing Management (BBA 302-18)**

Assignment Code: BBA-II (3)/ASST-I/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. Compare Marketing in relation to Selling (2)
2. Explain marketing management. What are its functions? (4)
3. Analyze marketing mix. Discuss various factors influencing it. (4)

**Marketing Management (BBA 302-18)**

Assignment Code: BBA-II (3)/ASST-II/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. Define Branding. (2)
2. Evaluate the need, concept and basis of market segmentation? (4)
3. Examine the various dimensions of product mix in a detailed manner? (4)

**Marketing Management (BBA 302-18)**

Assignment Code: BBA-II (3)/ASST-III/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. Define personal selling. (2)
2. Categorize different pricing techniques in detail. (4)
3. Assess channels of distribution with reference to place mix. (4)

**Cost And Management Accounting (BBA 303-18)**

Assignment Code: BBA –II(3)/ASST-I/2021-2022

**Marks:10**

Note: All questions are compulsory. Attempt question no.1 in 200 words and question no. 2 and 3 in 400 words.

1. Differentiate cost and management accounting. (2)
2. Define management accounting .Discuss in detail nature and scope of management accounting in brief. (4)
3. Elaborate objectives and format of cash flow statement. (4)

**Cost And Management Accounting (BBA 303-18)**

Assignment Code: BBA –II(3)/ASST-II/2021-2022

**Marks:10**

Note: All questions are compulsory. Attempt question no.1 in 200 words and question no. 2 and 3 in 400 words.

1. Define material cost variance. (2)
2. Explain the standard costing and variance analysis. Also discuss its advantages and limitations. (4)
3. Prepare comparative balance sheet from given Balance Sheet of M/s Kapoor and Co. as of December 31, 2017 and December 31, 2018. (4)

Particulars	December 31,2017	December 31,2018
Current assets:		
Cash and bank balance	23600	2000
Debtor's	41800	38000
Inventory	32000	26000
Other current assets	6400	2600
(A)	103800	68000
Fixed assets:		
Land and building	54000	34000
Plant and machinery	62000	157200
Furniture	5800	9600

	(B)	121800	200800
Long term investment	(C)	9200	11800
Total assets (A+B+C)		234800	281200
Current liabilities	(D)	52400	25400
Long-term debt	(E)	40000	65000
Owner's equity			
Equity share capital		80000	120000
Reserve and surplus		62400	70800
	(F)	142400	190800
Total liabilities and capital (D+E+F)		234800	281200

**Cost And Management Accounting (BBA 303-18)**

Assignment Code: BBA –II(3)/ASST-III/2021-2022

Marks:10

Note: All questions are compulsory. Attempt question no.1 in 200 words and question no. 2 and 3 in 400 words.

1. Define margin of safety. (2)
2. What is Zero Base Budgeting? State its advantages and limitations. (4)
3. Examine the problem of marginal costing with examples. (4)

**Production and Operations Management (BBAGE 301-18)**

Assignment Code: BBA - II (3)/ASST – I/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. Discuss production management as a system. (2)
2. Elaborate the functions performed by Production and Operations Manager in the organizations. (4)
3. Evaluate the various types of facility layouts. (4)

**Production and Operations Management (BBAGE 301-18)**

Assignment Code: BBA - II (3)/ASST – II/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. Highlight the value analysis and importance for a business. (2)
2. Discuss the terms:
  - Control charts
  - Six Sigma
  - Virtual Factory
  - Acceptance Sampling. (4)
3. Evaluate the need of having Stock control systems and quality assurance system for a business. (4)

**Production and Operations Management (BBAGE 301-18)**

Assignment Code: BBA - II (3)/ASST – III/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. Discuss need of having control charts. (2)
2. Write the contributions made by Taguchi, Crosby, Shewhart, and Ishikawa to the field of quality management. (4)
3. Explain the functions of Purchase Management. (4)

**IT Tools for Business (BBASEC 301-18)**

Assignment Code: BBA - II (3)/ASST – I/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. Discuss the characteristics of a computer because of which computer have become an important and useful item in every house and office? (2)
2. How is the advancement in the computer defined by generations? What are the salient features of each generation? Explain in detail. (4)
3. State the necessity of secondary storage. Explain some Primary and Secondary storage devices. (4)

**IT Tools for Business (BBASEC 301-18)**

Assignment Code: BBA - II (3)/ASST – II/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. Define Software? Discuss various types of Software. (2)
2. Explain generations of languages in detail. (4)
3. What is Mail Merge? What are the steps involved in Mail Merge write in detail. (4)

**IT Tools for Business (BBASEC 301-18)**

Assignment Code: BBA - II (3)/ASST – III/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. What are the application areas of MS-PowerPoint? (2)
2. Define Cell Referencing. Explain Relative, Mixed and Absolute cell referencing with example? (4)
3. How Functions make tasks easy in Excel? Explain the different kinds of Mathematical and Statistical Functions with example? (4)