

BBA II Year (3rd Sem)

Session: July- December, 2020

Courses: BBA 301-18, BBA 302-18, BBA 103-18, BBAGE 301-18, BBASEC 301-18

Dear Student,

You have to complete three Assignments for each of the courses in the Bachelor of Business Administration. 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	20 th Aug,2020	Concerned Subject Teacher
Assignment No.2	20 th Sept,2020	
Assignment No.3	20 th Oct,2020	

Instructions

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

1. 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:

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

2. It is important that student should write the answers of all the questions in his/her own words. The answers should be according to the word-limit set for a particular section.
3. 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.
4. 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.
5. Responses should be hand written. Do not copy answers from the book and sheets of other student.
6. Write the question number with each answer.

Organization Behavior(BBA 301-18)
Assignment Code: BBA -3 (3rd)/ASST – I/2020

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 is group cohesiveness
(2)
2. Explain the process of group formation, outlining the hindrance in it and how they can be overcome to form effective groups? (4)
3. Define organizational culture and also explain its main characteristics and components of culture.
(4)

Organization Behavior(BBA 301-18)
Assignment Code: BBA -3 (3rd)/ASST –II/2020

Marks: 10

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

1. Distinguish between team and group. (2)
2. Define managerial grid (4)
3. What are individual and group stress? Discuss in detail stress coping strategies.
(4)

Organization Behavior(BBA 301-18)
Assignment Code: BBA -3 (3rd)/ASST – III/2020

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 virtual teams. (2)
2. Describe the principal leadership style usually adopted in management of business. What is the process of effective leadership? (4)
3. Discuss the foundation of individual behavior. (4)

Marketing Management (BBA 302-18)
Assignment Code: BBA–II (3)/ASST-I/2020

Marks: 10

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

1. Analyze the marketing environment in detail. (4)
2. What is marketing mix? Discuss various factors influencing it. (4)
3. Define marketing management. (2)

Marketing Management (BBA 302-18)
Assignment Code: BBA–II (3)/ASST-II/2020

Marks: 10

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

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

Marketing Management (BBA 302-18)
Assignment Code: BBA–II (3)/ASST-III/2020

Marks: 10

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

1. Discuss different pricing techniques in detail. (4)
2. What are different channels of distribution? (4)
3. Define personal selling. (2)

Cost and Management Accounting (BBA 303)
Assignment Code: BBA–II (3)/ASST-I/2020

Marks: 10

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

1. How Management Accounting is useful for an organisation? (4)
2. Differentiate management accounting and cost accounting (4)
3. What is included in current assets and current liabilities while calculating current ratio? (2)

Cost and Management Accounting(BBA -303)
Assignment Code: BBA–II (3)/ASST-II/2020

Marks: 10

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

1. Calculate current ratio from the given details.
Working capital – Rs 7, 20,000
Trade payables – Rs. 40.000
Other Current Liabilities – Rs 2, 00,000
2. Preparation of the final accounts is not the end of the accounting process. It is followed by the analysis of these final accounts. In this context explain the purpose of financial statement analysis
3. How standard costing is useful for an organisation.

Cost and Management Accounting (BBA-303)
Assignment Code: BBA–II (3)/ASST-III/2020

Marks: 10

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

1. Both standard costing and budgetary control have common objective of controlling costs or expenses but they are not interdependent. In this context present the difference between standard costing and budgetary control.
2. Correct knowledge and understanding of variance analysis formula is important to analyse the difference between the actual and planned behaviour of an organization. Do you agree? Also explain different types of variances
3. Define the meaning of Marginal costing.

Production and Operations Management (BBA 304)

Assignment Code: BBA -3 (3rd)/ASST – I/2020

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 functions of operations management.
(2)
2. Imagine you are to start your own business, what kind of production/ operations management decisions you will make for the same?
(4)
3. Evaluate the various types of facility layouts.
(4)

Production and Operations Management (BBA 304)

Assignment Code: BBA -3 (3rd)/ASST – II/2020

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. Taking the help of internet, research the quality management strategies adopted by any Indian business. (4)
3. Evaluate the need of having Stock control systems and quality assurance system for a business. (4)

Production and Operations Management (BBA 304)

Assignment Code: BBA -3 (3rd)/ASST – III/2020

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. Evaluate the possibility of starting using the virtual factory concept in India.
(4)

IT Tools of Business (BBASEC 301-18)

Assignment Code: BBA -3 (3rd)/ASST – I/2020

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 of Business (BBASEC 301-18)

Assignment Code: BBA -3 (3rd)/ASST – II/2020

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 is Operating System? Discuss various functions of Operating System? 2
2. What is Microsoft Word? Explain the various features of word 2010? 4
3. What is Mail Merge? What are the steps involved in Mail Merge write in detail. 4

IT Tools of Business (BBASEC 301-18)

Assignment Code: BBA -3 (3rd)/ASST – III/2020

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