

**BBA- Second Year (4<sup>th</sup> Semester)**

**Session:** January – June 2022

**Courses:** BBA 401, BBA 402, BBA 403, BBA GE 401, BBA SEC 401, BMPD 402-18

**Dear Student,**

You have to complete three Assignments for each of the courses in the Bachelor of Business Administration - 3rd 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	23 <sup>rd</sup> March, 2022	<b>Concerned Subject Teacher</b>
Assignment No.2	23 <sup>rd</sup> April, 2022	
Assignment No.3	23 <sup>rd</sup> May, 2022	

**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

**(BBA 401) Business Research Methods**  
**ASSIGNMENT CODE: BBA – II (4)/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. Define Research Methodology. (2)
2. Discuss in detail the process of management research. Outline different types of research. (4)
3. Explain the various types of research designs. What are the factors which influence the choice of research design? (4)

**(BBA 401) Business Research Methods**  
**ASSIGNMENT CODE: BBA – II (4)/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 sampling errors. (2)
2. Highlight various methods used in selecting a sample from the population. Point out their merits and demerits. (4)
3. Differentiate between the following: (4)
  - a) Primary and secondary sources of data
  - b) Observation and survey methods

**(BBA 401) Business Research Methods**  
**ASSIGNMENT CODE: BBA – II (4)/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. Discuss cross tabulation. (2)
2. Elucidate the nominal, ordinal, interval and ratio scales? Using examples, explain the various Factors which influence the choice of measurement in data collection? Give examples. (4)
3. Discuss types of research reports and bring out the essential guidelines for writing a good research report. (4)

**Human Resource Management (BBA 402-18)**

**Assignment Code: BBA-II(4)/ASST-I/2021-22**

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

**Marks: 10**

1. How HRD is different from HRM? (2)
2. Discuss the role of human resource management in globally competitive environment. (4)
3. What are the factors affecting manpower planning? Explain its process (4)

**Human Resource Management (BBA 402-18)**

**Assignment Code: BBA-II(4)/ASST-II/2021-22**

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

**Marks: 10**

1. “Money spend on Training is not on expenditure but an investment”. Explain. (2)
2. How the management development programme is different from other training programme .Explain its scope is advantages. (4)
3. Being a HR trainer which “on the job” training methods would you choose in your organisation? (4)

**Human Resource Management (BBA 402-18)**

**Assignment Code: BBA-II(4)/ASST-III/2021-22**

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

**Marks: 10**

1. Give some ways to enrich jobs in organisation. (2)
2. Why it is essential to measure the performance of an employee? Describe the factors need to consider while doing the same. (4)
3. Should promotion be based on Merit or seniority? Give reasons. (4)

**FINANCIAL MANAGEMENT (BBA 403-18)**  
**Assignment Code: BBA-II (4)/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 financing decision. (2)
2. What do you mean by long term financial resources? Discuss in detail method with which you can mobilizes your financial resources. (4)
3. Define the concept of capital budgeting. Discuss in detail with the help of examples non discounted techniques of budgeting. (4)

**FINANCIAL MANAGEMENT (BBA 403-18)**  
**Assignment Code: BBA-II (4)/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 Opportunity cost. (2)
2. What do you mean by cost of capital? Discuss in detail importance and methods of calculating cost of capital with the help of example. (4)
3. There are two projects A and B. A has a service life of one years. The initial cash outlay for both the projects assumed to be Rs. 20,000 each. The cash proceed from project (at the end of first year) amounts to Rs 24,000. The cash generated by project S at the end of fifth year is likely to be Rs. 40,200. Assume that the required rate of return is 10 percent. Compute and compare NPV and IRR of the two projects. (4)

**FINANCIAL MANAGEMENT (BBA 403-18)**  
**Assignment Code: BBA-II (4)/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. Differentiate between Capitalization and Capital structure. (2)
2. Give a critical appraisal to the traditional approach and the MM approach to the problems of capital structure. (4)
3. Define working capital. Discuss in detail objectives of working capital. Discuss in detail operating cycle approach to working capital and cash management (4)

**Entrepreneurship Development (BBA GE 401)**

Assignment Code: BBA- II(4<sup>th</sup>)/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 myths about entrepreneurship. (2)
2. Write in detail about the role of MSME in entrepreneurship development. (4)
3. Evaluate Entrepreneurship Development Cycle. (4)

**Entrepreneurship Development (BBA GE 401)**

Assignment Code: BBA- II(4<sup>th</sup>)/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. What are Business Incubators? (2)
2. Discuss the industrial clusters and the advantage of these. (4)
3. Create a suitable plan for a business of your choice. (4)

**Entrepreneurship Development (BBA GE 401)**

Assignment Code: BBA- II(4<sup>th</sup>)/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. Bring out the causes of industrial sickness (2)
2. Identify the financing options available in India for promoting entrepreneurship. (4)
3. Write a note on the following - (4)
  - SIDBI
  - Venture Capital
  - Angel investors
  - Exiting a venture

**Business Ethics & Corporate Social Responsibility (BBA SEC 401)**  
**Assignment Code: BBA–II (4)/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. How would you define business ethics? (2)
2. Corporate philanthropy is different from charity. Justify with examples (4)
3. What benefits will you achieve by following business ethics in your organizations? (4)

**Business Ethics & Corporate Social Responsibility (BBA SEC 401)**  
**Assignment Code: BBA–II (4)/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. What is the Corporate Governance? (2)
2. Give the relevance of Carroll’s model of CSR. (4)
3. “Ethics play an important role in finance”. Justify (4)

**Business Ethics & Corporate Social Responsibility (BBA SEC 401)**  
**Assignment Code: BBA–II(4)/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. Outline the objectives of values. (2)
2. Briefly explain the UN guiding principles on business and human rights. (4)
3. What are the Millennium Development Goals adopted by United Nation. (4)