

BBA- II Year (IV Sem)

Session: Jan- May 2019

Courses: BBA 401, 402, 403, 404, 405, 406

Dear Student,

You have to complete three Assignments for each of the courses in the Bachelors of Business & Administration II year. 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	10 Feb, 2019	Concerned Subject Teacher
Assignment No.2	10 March, 2019	
Assignment No.3	10 April, 2019	

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.

WISH YOU ALL THE BEST

A.S. Group of Institutions,
Khanna

Research Methodology (BBA 401)

Assignment Code: BBA–II(4)/ASST-I/2018-19

Marks: 10

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

1. Differentiate between a questionnaire and a schedule. (2)
2. Discuss in detail various types of research designs. (4)
3. Write a note on observation method and survey method (4)

Research Methodology (BBA 401)

Assignment Code: BBA–II(4)/ASST-II/2018-19

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 non-comparative scaling techniques. (2)
2. What is the difference between editing and coding of data? Does a researcher need to perform both or one before data analysis? (4)
3. What do you mean by nominal, ordinal, interval and ratio scales? (4)

Research Methodology (BBA 401)

Assignment Code: BBA–II(4)/ASST-III/2018-19

Marks: 10

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

1. Applied Vs Fundamental research. (2)
2. List down the issues to be kept in mind while designing a questionnaire.(4)
3. What are various projective techniques of data collection? (4)

Financial Management (BBA 402)

Assignment Code: BBA–II(4)/ASST-I/2018-19

Marks: 10

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

1. Define the term Financial Management? (2)
2. Explain the decisions involved in Financial Management and their Inter-relationship. (4)
3. Discuss the Twin Goals of Financial Management i.e. Profit Maximization and Wealth Maximization. (4)

Financial Management (BBA 402)

Assignment Code: BBA–II(4)/ASST-II/2018-19

Marks: 10

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

1. Meaning and Definition of Cost of Capital. (2)
2. Write a note on the Sources of Finance. (4)
3. What are the techniques of Capital Budgeting? (4)

Financial Management (BBA 402)

Assignment Code: BBA–II(4)/ASST-III/2018-19

Marks: 10

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

1. Define the Capital Structure. (2)
2. Discuss in detail theories of capital structure. (4)
3. Write a note on Factors affecting working capital. (4)

Consumer Behaviour (BBA 403)

Assignment Code: BBA–II(4)/ASST-I/2018-19

Marks: 10

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

1. Define Consumer Behavior? (2)
2. Discuss the consumer decision making process. (4)
3. Discuss the scope of consumer behavior. (4)

Consumer Behaviour (BBA 403)

Assignment Code: BBA–II(4)/ASST-II/2018-19

Marks: 10

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

1. Define the term Cognitive Dissonance. (2)
2. Discuss the factors influencing consumer behavior. (4)
3. “Maslow’s need hierarchy theory (4)

Consumer Behaviour (BBA 403)

Assignment Code: BBA–II(4)/ASST-III/2018-19

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 is opinion leadership? (2)
2. What are the factors affecting reference groups? (4)
3. “Discuss various models of consumer decision making. (4)

Business Laws- I (BBA 404)

Assignment Code: BBA–II(4)/ASST-I/2018-19

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 is a contract? (2)
2. What are the essential elements of contract? (4)
3. Explain enforceability of contract. Which parties cannot make a contract? (4)

Business Laws- I (BBA 404)

Assignment Code: BBA–II(4)/ASST-II/2018-19

Marks: 10

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

1. Differentiate between Bailment and Pledge. (2)
2. Discuss the provisions of RTI act, 2005. (4)
3. What is a sales contract? Explain performance of contract of sales. (4)

Business Laws- I (BBA 404)

Assignment Code: BBA–II(4)/ASST-III/2018-19

Marks: 10

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

1. Explain various types of crossing of cheque. (2)
2. Discuss objectives, features and structure of Consumer Protection Act 1986 (4)
3. Write notes on: (4)
 - a) Registration of partnership
 - b) Dissolution of firm

Income Tax Act - I (BBA 405)

Assignment Code: BBA-II(4)/ASST-I/2018-19

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 is Residential Status of H.U.F? (2)
2. What is Agriculture income? Discuss how it is assessed in detail. (4)
3. Discuss the main features of Income Tax Act ,1961. (4)

Income Tax Act - I (BBA 405)

Assignment Code: BBA-II(4)/ASST-II/2018-19

Marks: 10

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

1. Define Annual Value? (2)
2. Discuss with examples how you would compute income from salary. (4)
3. What is set off and carry forward of losses?Discuss. (4)

Income Tax Act - I (BBA 405)

Assignment Code: BBA-II(4)/ASST-III/2018-19

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 is scrutiny assessment?. (2)
2. Write a detailed note on assessment of individuals. (4)
3. Write notes on: (4)
 - a) Best judgement assessment?
 - b) Income tax authorities?

Production Operations Management (BBA 406)

Assignment Code: BBA–II(4)/ASST-I/2018-19

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 is assembly line balancing? (2)
2. What are the limitations of large inventories? (4)
3. Discuss the different points to be kept in mind while choosing a location for Plant (4)

Production Operations Management (BBA 406)

Assignment Code: BBA–II(4)/ASST-II/2018-19

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 is Significance of reorder level? (2)
2. What is ABC Analysis? How is it useful in managing Inventory? (4)
3. Write notes on: (4)
 - a) Capacity Planning
 - b) Process Layout

Production Operations Management (BBA 406)

Assignment Code: BBA–II(4)/ASST-II/2018-19

Marks: 10

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

1. Explain the concept of Time Study. (2)
2. How do planning and scheduling help in optimizing production? (4)
3. Write notes on: (4)
 - a) Quality Circles
 - b) JIT