

## BBA- Third Year (6<sup>th</sup> Semester)

**Session:** Jan – June, 2022

**Courses:** BBA601-18, BBA602-18, BBA 611-18, BBA 612-18

**Dear Student,**

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

**Strategy Management (MBA 601-18)**  
**Assignment Code: BBA – III (6)/ 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. Define strategic intent. (2)
2. Explain the process of strategic management in detail. (4)
3. What do you mean by environmental scanning? Discuss its various techniques. (4)

**Strategy Management (MBA 601-18)**  
**Assignment Code: BBA – III (6)/ 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 value chain analysis (2)
2. What is Evolution analysis? Explain its implications. (4)
3. Discuss various types of corporate level strategies in detail. (4)

**Strategy Management (MBA 601-18)**  
**Assignment Code: BBA – III (6)/ 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 synergy (2)
2. Discuss various techniques of strategic control. Explain each of them with examples. (4)
3. What is BCG model? Explain its rationale in detail. (4)

**Company Law (BBA 602-18)**  
**Assignment Code: BBA–III (6)/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 perpetual succession. (2)
2. "A company is a legal entity distinct from its members." In what cases do the Courts ignore this principle (4)
3. Can accompany ratify the contracts of promoters who acted on behalf of the company before its incorporation? What is the remedy available to the third party in case of such contracts? (4)

**Company Law (BBA 602-18)**  
**Assignment Code: BBA–III (6)/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 Pre-incorporation contracts. (2)
2. What is a statutory meeting? What is statutory report and what are its contents? Also discuss the requisites of a valid meeting (4)
3. "Directors are not only agents but also in some sense trustees of the company." Discuss. (4)

**Company Law (BBA 602-18)**  
**Assignment Code: BBA–III (6)/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 Ultra vires borrowing. (2)
2. What do you mean by compulsory winding up of a company? Who can order such winding up and under what circumstances? (4)
3. How is an auditor of a company appointed? What are the statutory restrictions on the appointment of the auditors of a company? (4)

**Services Marketing (BBA 611-18)**  
**Assignment Code: BBA–III (6)/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 Perishability. (2)
2. “The distribution of services is more challenging than the distribution of goods”. Comment (4)
3. Critically examine various elements of the service marketing mix, with suitable illustrations. (4)

**Services Marketing (BBA 611-18)**  
**Assignment Code: BBA–III (6)/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 Non- monetary costs of services. (2)
2. What are the various decision making roles with regards purchase of a service? (4)
3. What are the considerations involved in pricing of a service? How can pricing be made effective? (4)

**Services Marketing (BBA 611-18)**  
**Assignment Code: BBA–III (6)/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 Customer service in service marketing. (2)
2. Explain with example the steps involved in blueprinting of service. How is blueprinting different from service mapping? (4)
3. Explain the concept of physical evidence and discuss the importance of physical evidence in service marketing. (4)

**Retailing & Logistics Management (BBA 612-18)**  
**Assignment Code: BBA – III (6)/ ASST-I/2022-23**

**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 Retailing . (2)
2. Explain briefly the different retail formats. (4)
3. Discuss the consumer buying process in detail. (4)

**Retailing & Logistics Management (BBA 612-18)**  
**Assignment Code: BBA – III (6)/ 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 target market. (2)
2. Explain retail planning process in detail. (4)
3. Discuss the various components in retail communication mix? (4)

**Retailing & Logistics Management (BBA 612-18)**  
**Assignment Code: BBA – III (6)/ 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 customer relationship management (2)
2. Discuss the various factors that need to be considered during store management. (4)
3. Differentiate between logistics and supply chain management. (4)