

BBA- SecondYear (4th Semester)

Session: 2021 Feb- May

Courses: BBA 401-18, BBA 402-18, BBA 403-18, BBAGE 401-18, BBASEC 401-18

Dear Student,

You have to complete three Assignments for each of the courses in the Bachelor of Business Administration for 4th 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	10 March, 2021	Concerned Subject Teacher
Assignment No.2	10 April, 2021	
Assignment No.3	10 May, 2021	

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

Business Research Methods (BBA 401-18)

Assignment Code: BBA-II (4)/ASST-I/2020-21

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 Null hypothesis? (2)
2. Define Research. What are the various steps involved in research process? (4)
3. Define Research Design. Discuss the Various types of research designs. (4)

Business Research Methods (BBA 401-18)

Assignment Code: BBA-II (4)/ASST-II/2020-21

Marks: 10

1. Define Non-sampling Error. (2)
2. How will you classify sampling techniques? Briefly describe each sampling technique. (4)
3. Define Data. What are the various sources of collection of data? (4)

Business Research Methods (BBA 401-18)

Assignment Code: BBA-II (4)/ASST-III/2020-21

Marks: 10

1. Define Syndicated sources of data. (2)
2. Define Questionnaire. What are guidelines to create a good questionnaire? (4)
3. Explain in detail various scaling techniques . (4)

Human Resource Management (BBA 402-18)
Assignment Code: BBA–II(4)/ASST-I/2020-21

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

1. How Personnel Management is different from HRM ? (2)
2. How Human Resource Management is useful for organisation? (4)
3. Discuss the various steps of Human Resource planning. (4)

Human Resource Management (BBA 402-18)
Assignment Code: BBA–II(4)/ASST-II/2020-21

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

1. Distinguish between job enlargement and job enrichment (2)
2. What is the purpose of doing job analysis in an organisation (4)
3. What are the various sources of recruitment (4)

Human Resource Management (BBA 402-18)
Assignment Code: BBA–II(4)/ASST-III/2020-21

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

1. Distinguish between training and development (2)
2. What are the various components of industrial relation (4)
3. Explain the various types of incentive plan in India. (4)

Financial Management (BBA 403)

Assignment Code: BBA-2(4th)/ASST – I/2020-21

Marks: 10

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

1. Write a short note on time value of money. (2)
2. “Commercial banks provide only short-term finance.” Do you agree? Explain the various forms of bank finance. (4)
3. (a) A company plans to issue 1000 new shares of Rs. 100 each at par. The floatation costs are expected to be 5% of the share price. The company pays a dividend of Rs. 10 per share initially and the growth in dividends is expected to be 5%. Compute the cost of new issue of equity shares.
(b) If the current market price of an equity share is Rs. 150, calculate the cost of existing equity share capital. (4)

Financial Management (BBA 403)

Assignment Code: BBA-2(4th)/ASST – II/2020-21

Marks: 10

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

1. Difference between financial and operating leverage. (2)
2. What do you understand by capital structure? What are the major determinants of capital; structure? (4)
3. Explain briefly the following methods of capital budgeting bringing out the advantages and disadvantages of each:
(a) Pay- Back period method
(b) Accounting Rate of Return Method (4)

Financial Management (BBA 403)

Assignment Code: BBA-2(4th)/ASST – III/2020-21

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 factors affecting working capital management? (2)
2. Explain both the theories of dividend policy i.e. theories of relevance and irrelevance of dividends. (4)
3. No Project is acceptable unless the yield is 10%. Cash Inflows of a certain project along with cash outflows are given below:

Years	Outflows(Rs.)	Inflows (Rs.)
0	1,50,000	-
1	30,000	20,000
2		30,000
3		60,000
4		80,000
5		30,000

The salvage value at the end of the 5th year is Rs.40,000. Calculate net present value. (4)

ED (BBAGE 401-18)
Assignment Code: BBA – II (4)/ ASST-I/2020-21

Marks: 10

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

1. Outline the various myths with regard to entrepreneurship. (4)
2. What are various types of entrepreneurs? (4)
3. Define Entrepreneurship. (2)

ED (BBAGE 401-18)
Assignment Code: BBA – II(4)/ ASST-II/2020-21

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

1. Explain the role of MSME in developing countries. (4)
2. What do you understand by business plan? Discuss the various reasons of failure of business plans? (4)
3. Define Entrepreneurship. (2)

ED (BBAGE 401-18)
Assignment Code: BBA – II(4)/ ASST-III/2020-21

Marks: 10

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

1. Highlight the contribution of institutions / schemes in entrepreneurial development. (4)
2. Why should a business be socially responsible? (4)
3. Define venture? (2)

Business Ethics & Corporate Social Responsibility (BBA SEC 401)
Assignment Code: BBA–II (4)/ASST-I/2020-21

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

1. How would you define business ethics?
(2)
2. Discuss the role of ethics in Business
(4)
3. *Discuss the various ethical Practices that every business man should follow in marketing.*
(4)

Business Ethics & Corporate Social Responsibility (BBA SEC 401)
Assignment Code: BBA–II (4)/ASST-II/2020-21

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

1. What is the Corporate Governance? (2)
2. Describe Carroll's model of CSR.
(4)
3. Define the code of conduct of different professionals
(4)

Business Ethics & Corporate Social Responsibility (BBA SEC 401)
Assignment Code: BBA–II(4)/ASST-III/2020-21

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

1. What is United Nations (UN) Global Compact 2011. (2)

2. Define ILO tri-partite declaration of principles on multinational enterprises and social policy. (4)
3. What are the Millennium Development Goals adopted by United Nation. (4)