

BBA- III Year (VI Sem)

Session: Feb to June, 2021

Courses: BBA 601-18, 602-18, BBA 611-18, BBA-612-18, BMPD 502-18

Dear Student,

You have to complete three Assignments for each of the courses in the Bachelor of Business & Administration I 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	15 th March,2021	Concerned Subject Teacher
Assignment No.2	15 th April,2021	
Assignment No.3	30 th April,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,
Khanna

Strategic Management (BBA 601-18)

Assignment Code: BBA–III (6)/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 Strategy? Explain the strategy making process. (2)
2. What are diversification Strategies? Explain. (4)
3. What is Matrix Structure? How does it serve strategic objectives? (4)

Strategic management (BBA 601-18)

Assignment Code: BBA–III (6)/ASST-II/2020-21

Marks: 10

1. How do you distinguish between Strategy and Tactics? (2)
2. “Strategic management has both general and specific role in management” Comment. (4)
3. What are objectives? What guidelines you follow while setting objectives? (4)

Strategic Management (BBA 601-18)

Assignment Code: BBA–III (6)/ASST-III/2020-21

Marks: 10

1. Define Strategy. What are the different approaches to strategic Management? (2)
2. What do you understand by SWOT analysis? Explain it with example. (4)
3. Write a note on : (4)
 - i) BCG Matrix
 - ii) Vision and Mission

Company Law (BBA 602-18)
Assignment Code: BBA–III (6)/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. Distinguish between public and private company. (2)
2. “A certificate of incorporation is conclusive proof that all requirements of the companies act have been complied with” Discuss the statement (4)
3. Discuss the steps involve in online registration of company. (4)

Company Law (BBA 602-18)
Assignment Code: BBA–III (6)/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. Outline the objective of MOA. (2)
2. Discuss the Doctrine of ultra vires and its exception. (4)
3. What are the contents of prospectus and also discuss the statutory requirements in relation to prospectus. (4)

Company Law (BBA 602-18)
Assignment Code: BBA–III (6)/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. Define share warrant and share certificates (2)
2. What are the various powers and duties of director (4)
3. Explain the different modes of winding up of a company (4)

Services Marketing (BBA -611-18)

Assignment Code: BBA -3 (6th)/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 benefits of services marketing. (2)
2. Identify the relationship between services and technology. (4)
3. How important is it to understanding consumer behavior in the marketing of services? (4)

(4)

Services Marketing (BBA -611-18)

Assignment Code: BBA -3 (6th)/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. Explain service marketing triangle. (2)
2. Discuss the components of marketing of tourism services. (4)
3. Evaluate the macro and micro environment for marketing for services of a business. (4)

Services Marketing (BBA -611-18)

Assignment Code: BBA -3 (6th)/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. Write about ethical issues in service marketing. (2)
2. Elaborate the GAPS model of service quality. (4)
3. Discuss why most of the corporates prefer integrated services marketing and communications. (4)

R&LM (BBA 612-18)

Assignment Code: BBA – III (6)/ 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. Explain briefly the different retail formats. (4)
2. Discuss the consumer buying process in detail. (4)
3. Define Retailing (2)

R&LM (BBA 612-18)

Assignment Code: BBA – III (6)/ 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 retail planning process in detail. (4)
2. Discuss the various components in retail communication mix? (4)
3. Define target market. (2)

R&LM (BBA 612-18)

Assignment Code: BBA – III (6)/ 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. Discuss the various factors that need to be considered during store management. (4)
2. Differentiate between logistics and supply chain management. (4)
3. Define customer relationship management (2)

