

BBA- III Year (V Sem)

Session: Aug- Dec 2019

Courses: BBA 501, 502, 503, 504, 505, 506

Dear Student,

You have to complete three Assignments for each of the courses in the Bachelors of Business & Administration III 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 Sep, 2019	Concerned Subject Teacher
Assignment No.2	10 Oct, 2019	
Assignment No.3	10 Nov, 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,
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Business Environment (BBA 501)

Assignment Code: BBA–III(5)/ASST-I/2018-19

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 business. (2)
2. Discuss the various factors influencing business environment (4)
3. Explain social responsibility of business. (4)

A.S. Group of Institutions, Khanna
Business Environment (BBA 501)

Assignment Code: BBA–III(5)/ASST-II/2018-19

Marks: 10

1. What do you mean by economic systems? (2)
2. Write a note on EXIM policy. (4)
3. Discuss fiscal policy in detail. (4)

A.S. Group of Institutions, Khanna
Business Environment (BBA 501)

Assignment Code: BBA–III(5)/ASST-III/2018-19

Marks: 10

1. What do you understand by balance of trade? (2)
2. Discuss FEMA & FERA in detail. (4)
3. Write a detailed note on WTO. (4)

A.S.Group of Institutions, Khanna
Management of Financial Services (BBA 502)

Assignment Code: BBA–III(5)/ASST-I/2018-19

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 credit cards differ from debit cards? (2)
2. What do you mean by exchange traded funds? (4)
3. What do you mean by RBI? Discuss in detail functions of Reserve Bank of India in the Indian financial system. (4)

A.S.Group of Institutions, Khanna
Management of Financial Services (BBA 502)

Assignment Code: BBA–III(5)/ASST-II/2018-19

Marks: 10

1. Discuss in detail seed capital (2)
2. Discuss in detail role of financial development institution for the growth of Indian economy (4)
3. What are functions of credit rating agencies? Discuss in detail procedure used by credit rating agencies. (4)

A.S.Group of Institutions, Khanna
Management of Financial Services (BBA 502)

Assignment Code: BBA–III(5)/ASST-III/2018-19

Marks: 10

1. Define pros and cons of plastic money. (2)
2. What do you mean by merchant banking? Discuss in detail SEBI guidelines of merchant banking. (4)
3. Discuss the importance of money market in India in the era of globalization. (4)

A.S.Group of Institutions, Khanna
Advertising and Sales Management (BBA 503)

Assignment Code: BBA–III(5)/ASST-I/2019-20

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 AIDA model and DAGMAR approach. (4)
2. Discuss the types and classification of Advertising (4)
3. What are the most important benefits of Advertising? (2)

A.S.Group of Institutions, Khanna
Advertising and Sales Management (BBA 503)

Assignment Code: BBA–III(5)/ASST-I/2019-20

Marks: 10

1. What is an advertising appeal? How will you classify them? (4)
2. Discuss the concept and objectives of sales Management? (4)
3. Discuss various key approaches to sales Management. (2)

A.S.Group of Institutions, Khanna
Advertising and Sales Management (BBA 503)

Assignment Code: BBA–III(5)/ASST-I/2019-20

Marks: 10

1. Discuss the selection process of sales persons for your company selling consumer durable. (4)
2. What is meant by ad effectiveness? Explain the various tests available to measure ad effectiveness? (4)
3. Discuss the various principles of ad effectiveness? (2)

A.S. Group of Institutions, Khanna
Managing Across Culture (BBA- 504)

Assignment Code: BBA–III(5)/ASST-I/2019-20

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 the various elements of culture. (2)
2. What are the causes of shifts in culture? (4)
3. Highlight the cultural aspects of China and USA. (4)

A.S. Group of Institutions, Khanna
Managing Across Culture (BBA- 504)

Assignment Code: BBA–III(5)/ASST-II/2019-20

Marks: 10

1. Explain the terms: HCN and TCN (2)
2. Using example, describe ethics across various cultures. (4)
3. Write about the various issues in cross cultural negotiation. (4)

A.S. Group of Institutions, Khanna
Managing Across Culture (BBA- 504)

Assignment Code: BBA–III(5)/ASST-III/2019-20

Marks: 10

1. Explain the causes of convergence of culture. (2)
2. What are Pfeffers 7 Human Resource Practices? (4)
3. Discuss the models of Strategic Management. (4)

A.S. Group of Institutions, Khanna

Indirect Tax Laws (BBA 505)

Assignment Code: BBA–III(5)/ASST-I/2019-20

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 VAT (2)
2. Who is a dealer? What are the various provisions regarding registration of a dealer? (4)
3. Procedure for Assessment under CST Act 1956? (4)

A.S. Group of Institutions, Khanna

Indirect Tax Laws (BBA 505)

Assignment Code: BBA–III(5)/ASST-II/2019-20

Marks: 10

1. Basic Custom Duty (2)
2. Discuss the provisions relating to levy of custom duties? (4)
3. What do you mean by Custom Act 1962? Explain duty drawback u/s 74 & 75. (4)

A.S. Group of Institutions, Khanna

Indirect Tax Laws (BBA 505)

Assignment Code: BBA–III(5)/ASST-I/2019-20

Marks: 10

1. CENVAT Credit (2)
2. Write down the procedure regarding registration under Central Excise (4)
3. What is Service Tax? Explain the important features and elaborate how it is computed. (4)