

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, प्रयागराज

अधिन्यास (Assignment)

2021-2022

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	: प्रबन्धन सिद्धान्त	कोर्स कोड	: बी.बी.ए. - 101
Subject Title	: Principles of Management	Course Code	: BBA - 101

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

- 1- Explain the concept of planning and describe its types.
- 2- What are organization concepts? Describe organization process
- 3- Define control? Explain the process of control

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

- 1- Write short note vroom's expectancy theory?
- 2- Write short note on Decision Making
3. What are the character tics of effective communication system?
4. What is meant by management concept?
5. Explain any theory of motivation
6. Explain the Autocratic theory of leadership?
- 7.

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2020-2021

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Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 102
Subject Title	: Micro Economics	Course Code	: BBA - 102

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

- 1- Explain meaning of Demand Forecasting? Also discuss scope and method of Demand Forecasting?
- 2- What do you understand by Elasticity of Demand? Also discuss income Elasticity and cross Elasticity of demand?
- 3- How many phases are involved in business cycle? Explain importance and use of cost benefit analysis in India

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

1. What is law of variable proportions?
2. What do you mean by opportunity cost?
3. What is Monopoly? Explain determination of price under monopoly?
4. How is price determined under perfect competition?
5. Define concept and measurement of National Income.
6. What do you mean by Input-output in development planning?

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Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	: विपणन प्रबन्धन	कोर्स कोड	: बी.बी.ए.- 103
Subject Title	: Marketing Management	Course Code	: BBA - 103

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

- 1- What is marketing? Discuss its objective, nature and Importance in detail?
- 2- What do you understand by Price? Draw its importance also explain various methods of pricing?
- 3- Define Advertising. Explain objectives & utility of advertising in modern business.

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

- 1- What do you understand from Marketing Mix?
- 2- What is the objective of marketing segmentation?
- 3- Define stages of Product Life Cycle?
- 4- Differentiate between Branding & Trademark?
- 5- Differentiate between personal selling and sales promotion?
- 6- Differentiate between "Product Brand" and "Trade Mark".

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Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 104
Subject Title	: Financial Accounting	Course Code	: BBA - 104

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

- 1- Discuss the various accounting concepts. Do you find any of the accounting concepts conflicting with each other? Give examples.
- 2- What do you mean by Balance Sheet? How does it differ from profit and loss Account?
- 3- What is working capital? What factors affect the size of working capital in an enterprise?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

1. What are the objectives of accounting information?
2. What do you mean by working capital?
3. What do you mean by current assets? Also give examples.
4. What are the purposes of accounting information?
5. What are the purposes of preparing Trial Balance?
6. State the importance and limitations of Profit and Loss Account.

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2021-2022

Bachelor Business Administration (BBA)

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	: प्रबन्धकीय अर्थशास्त्र	कोर्स कोड	: बी.बी.ए.105
Subject Title	: Managerial Economics	Course Code	: BBA- 105

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you mean by “Market Equilibrium”
2. Explain “Balance of Payments” and Balance of Trade
3. Explain Returns to scale. Give reasons for the operation of diminishing returns.

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

- 1) Give 4 central problems of an economic system.
- 2) Write a note on foreign trade policy.
- 3) Distinguish between economic costs and accounting costs
- 4) What is national income?
- 5) What is Business Cycle? Explain
- 6) Explain the impact of inflation in growth of a counting?

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Bachelor Business Administration (BBA)

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Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	: व्यवसायिक सांख्यिकी	कोर्स कोड	: बी.बी.ए. 106
Subject Title	: Business Statistics	Course Code	: BBA-106

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Discuss the importance of statistics. What are various limitations of statistics?
2. What is the purpose of classification of data? Explain different types of classification.
3. Define mean deviation, mode and standard deviation?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

1. Explain the various methods of collection of primary data?
2. From the data given below calculate price relatives with Chain base method b) Average price

Year	Price
2004	80
2005	85
2006	82
2007	90
2008	93

3. Represent the following data by Histogram
Weight (kg): 35-40 40-45 45-50 50-55 55-60 60-65
No. of power: 12 30 22 30 18 10
4. What is meant by random sample?
5. What is an Ogive?
6. Discuss the relative merits of “Mode” & “Median”?

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विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए. 107
Subject Title	: Production and Operations Management	Course Code	: BBA- 107

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

- 1 What do you understand by the concept of capacity planning?
- 2 Explain classification and characteristics of services.
- 3 What are the factors which affect facility location planning?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

- 1 What is plant layout?
- 2 Why is there a need for aggregate planning?
- 3 What is safety stock, and why is it held?
- 4 List the Main advantages of PERT.
- 5 How are Quality and Productivity related?
- 6 ABC method of Inventory?

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Bachelor Business Administration (BBA)

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA-
कोर्स शीर्षक	:	कोर्स कोड	: SECEN-01
Subject Title	: Entrepreneurship and small Business	Course Code	: SECEN-01

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by the concept of entrepreneurship? Why it is important in India business scenario?
2. Critically evaluate theory of social change of entrepreneurship.
3. Explain the problems of women entrepreneur. Also explain the government policy to support the women entrepreneur.

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

- 1 Discuss the importance of Entrepreneurship in developing economy.
- 2 Briefly discuss the Export & Import policy.
- 3 List various steps involved in preparation of project report?
- 4 What is the meaning of “Incentives “and “subsidy” for small units
- 5 What skills are required for entrepreneurship?
- 6 What is foreign Direct Investment in retail sector in India?

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अधिन्यास (Assignment) 2021-2022

Bachelor Business Administration (BBA)

विषय :	विषय कोड :	बी.बी.ए.
Subject : BBA	Subject Code :	BBA
कोर्स शीर्षक : कम्प्यूटर फन्डामेन्टल्स	कोर्स कोड :	SECCF-02
Subject Title : Computer Fundamentals	Course Code :	SECCF-02

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by the concept of social media? Discuss its various applications during your studies.
2. Explain the various hardware & software devices?
3. Explain the memory hierarchy? Give characteristics of group of memory at each level.

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

- 1 Explain classification of computers in detail.
- 2 Describe parallel processing in detail.
- 3 What is Computer Virus?
- 4 Differentiate between external and internal memory?
- 5 List the Hardware component of Computer.
- 6 List the function of an operating system.

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Bachelor Business Administration (BBA)

विषय : प्रबन्धन

विषय कोड : बी.बी.ए.

Subject : Management

Subject Code : BBA

कोर्स शीर्षक : अर्थशास्त्र

कोर्स कोड : BBA-108

Subject Title : Macro Economics

Course Code : BBA-108

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

- 1 What do you mean by "Market Equilibrium"
- 2 Explain "Balance of Payments" and Balance of Trade.
- 3 Explain Returns to scale. Give reasons for the operation of diminishing returns.

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

- 1 Write a note on "Investment decision under risk and uncertainty"
- 2 Write a note on foreign trade policy.
- 3 Discuss the term market structure.
- 4 What is national income?
- 5 What is Business Cycle? Explain
- 6 Explain the impact of inflation in growth of a country?

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Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 5.1
Subject Title	:: Corporate Governance	Course Code	: BBA – 5.1

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What is business ethics? Write the need and benefit of business ethics. ?
2. Write the role of corporate culture and leadership. ?
3. Discuss the problems of corporate culture. ?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory

4. Explain the employer's obligation to the firm.
5. Discuss about interpersonal relations in organization.
6. What do you understand by social cost view of duties?
7. What is internal corporate governance?
8. Explain the code and guide lines of corporate governance?
9. What is advertising ethics?

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Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 5.4 (E1)
Subject Title	: : Marketing Research	Course Code	: BBA -- 5.4 (E1)

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What is marketing research? Discuss its various applications'?
2. Differentiate between qualitative and quantitative marketing research?
3. How MR is useful in sales promotion decisions?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory

4. What are the elements of international marketing?
5. What is the concept of motivational research?
6. List various uses of marketing research?
7. How you will define questionnaire in research?
8. Differentiate between primary & secondary data?
9. Discuss "Research Design"?

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2021-2022

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 5.2
Subject Title	:: Sales Management	Course Code	: BBA -- 5.2

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What are the elements of a sales process? Explain.
2. Explain the different methods of providing training to salesman.
3. What do you mean by the term 'Sales Organisation'?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory

4. What is retailing?
5. What are the functions of sales manager?
6. What do you understand by advertising budget? Explain.
7. What do you mean by buying motive? Discuss
8. What do you mean by media of advertising' explain briefly.
9. State the different methods used for sales promotion.

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Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 5.3
Subject Title	: : Total Quality Management	Course Code	: BBA -- 5.3

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. How you will define quality? Discuss its objectives, scope and importance in current make in India business scenario.
2. Explain Zuran principles for quality assurance?
3. Describe the basic approach of ISO-9000 and total quality management?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory

4. List various tools & techniques for TQM?
5. What is bench marking?
6. Define quality circle?
7. Explain road map for TQM implementation?
8. What is re-engineering?
9. Describe cultural changes of TQM?

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Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 6.1
Subject Title	: : Conflict Management	Course Code	: BBA -- 6.1

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by conflict management & write it's nature and importance.
2. Discuss the strategies for interpersonal conflict resolution.
3. Describe the strategy and practices of workers participation in management.

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory

5. Describe the industrial conflict resolution.
6. Explain the causes of industrial conflict.
7. Write the steps of grievance handling procedure. ^
8. How will you ensure good industrial relations?
9. What is workers participation?

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2021-2022

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विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 6.4 (E1)
Subject Title	:: Environmental Management	Course Code	: BBA -- 6.4 (E1)

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Explain LPG? Write the main characteristics of privatization?
2. Explain the effects of economic components of business environment?
3. Explain the main characteristics and importance of consumer protection

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory

4. What is GATT?
5. What is Black Money?
6. Explain Poverty.
7. Write a short note on taxation policy?
8. What are objectives of World Bank? 9. Explain IMF?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, प्रयागराज

अधिन्यास (Assignment)

2021-2022

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 6.2
Subject Title	:: Leadership	Course Code	: BBA -- 6.2

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by leadership? Write the features of leadership.
2. Describe the importance of path goal theory.
3. Discuss the emerging issues in leadership.

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory

4. Explain the ethical issues in leadership.
5. How strategic leadership works in the organizations.
6. Why emotional intelligence is essential for leadership.
7. What is the importance of democratic leadership style?
8. Write the qualities of a good leader.
9. Discuss the utility of trait theory of leadership.