वर्धमान महावीर खुला विश्वविद्यालय, कोटा

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INTERNAL ASSIGNMENT

BBA Part II

Dear Student,

You have to submit the assignments in each course. Submit these Assignments to the Coordinator, Study Centre / Model Study Centre under Regional Center concerned in person or by Registered Post. Each assignment carries 30 Marks. Marks awarded in these assignments will be added to your term end examination. You have to write these assignments in your own hand writing either in Hindi or English. There is no provision of revaluation or resubmission of these assignments. Submit each assignment separately. Use full size paper. Tie all pages carefully. Different assignments should be prepared separately.

BBA Part II

Submit the following information on the first page of your assignment.

Name of Study Centre : ……..

Name of Regional Center : ……..

Course Code : ……..

Name of Course : ……..

Name of Student : ……..

Father's Name : ……..

Scholar No. : ……..

Address for communication : ……..

with Mobile No. ……..

……..

Programme Name: BBA (Part II)
Paper Code – BBA 07
(Marketing Management)

Max Marks: 30

Note: The Question paper is divided into three sections A, B, and C. Write Answer as per the given instruction.

Section-A
(Very Short Answer Type Questions)

Note: Answer all questions. As per the nature of the question you delimit your answer in one word, one sentence or maximum up to 30 words. Each question carries 1 mark. **6x1=06**

1. (i) What are the various components of marketing research?
   (ii) What is brand? Classify it.
   (iii) What is pricing decision? Explain.
   (iv) Define micro-environment.
   (v) What is product life cycle?
   (vi) What do you mean by retailing?

Section-B
(Short Answer Questions)

Note: Answer any four questions. Each answer should not exceed 100 words. Each question carries 3 marks. **4X3=12**

2. Explain Govt. policies regarding packaging and labeling.
3. What is pricing decision? Discuss its importance in a firm.
4. Discuss the various factors affecting marketing mix.
5. Explain with examples how marketing is different from selling.
6. Discuss the changing role of personal selling.

Section 'C'
(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum up to 400 words. **Each question carries 06 marks.** **2x6=12**

7. Define physical distribution system with example.
8. Explain the meaning of 'sales promotion'. Why is sales promotion necessary?
9. Discuss the various factors affecting marketing mix.
10. Differentiate between price and non-price competition. What are their roles in marketing?

Programme Name: BBA (Part II)
Paper Code – BBA 08
(Human Resource Management)

Max Marks: 30

Note: The Question paper is divided into three sections A, B, and C. Write Answer as per the given instruction.

Section-A
(Very Short Answer Type Questions)

Note: Answer all questions. As per the nature of the question you delimit your answer in one word, one sentence or maximum up to 30 words. Each question carries 1 mark. 6x1=06

1. (i) What is Human Resource Planning?
   (ii) Write any two method of wages payment.
   (iii) What is Trade Union?
   (iv) What do you mean by Discipline?
   (v) What is Job Description?
   (vi) What do you mean by Business Ethics?

Section-B
(Short Answer Questions)

Note: Answer any four questions. Each answer should not exceed 100 words. Each question carries 3 marks. 4X3=12

2. Explain the uses of Job Analysis.
3. What do you understand by selection process? Discuss various steps involved in it.
4. Explain the barriers of HRP. Bring out the requisites for effective planning.
5. Explain the scope of Human Resource management.
6. Explain the advantages of Collective Bargaining.

Section 'C'
(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum up to 400 words. **Each question carries 06 marks. 2x6=12**

7. What do you mean by "Discipline"? State its major characteristics and objectives.
8. What do you understand by individual and group incentive? Discuss them with their relative advantage and demerits?
9. Describe the various forecasting techniques and how these techniques are being used in human resource planning.
10. Discuss the steps of recruitment process. How will you reconcile the internal and external sources of recruitment?

Programme Name: BBA (Part II)
Paper Code – BBA 09
(Cost and Management Accounting)

Max Marks: 30

Note: The Question paper is divided into three sections A, B, and C. Write Answer as per the given instruction.

Section-A
(Very Short Answer Type Questions)

Note: Answer all questions. As per the nature of the question you delimit your answer in one word, one sentence or maximum up to 30 words. Each question carries 1 mark. 6x1=06

1. (i) What do you mean by fixed cost?
   (ii) What do you mean by Job costing?
   (iii) Write any two differences between "Joint product" and "By product".
   (iv) Write the name of any two items which are treated as indirect labour.
   (v) Write the formula to calculate Idle time variance.
   (vi) What is cost centre?

Section-B

(Short Answer Questions)

Note: Answer any four questions. Each answer should not exceed 100 words. Each question carries 3 marks. 4X3=12

2. What do you mean by overtime? Write treatment of overtime.
3. What is cost sheet? Give a specimen of cost sheet.
4. Explain in brief about "Activity Based Costing".
5. Explain various components of cost.
6. Write the procedure for Computing Machine Hour Rate.

Section 'C'

(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum up to 400 words. **Each question carries 06 marks. 2x6=12**

7. Explain the rates for transfer of notional profit to profit and loss account in contract costing.
8. Discuss the different methods of pricing materials issued for production.
9. Calculate Break even point, sales if Rs. 2,00,000 profit is desired and profit if sales in Rs. 16,00,000 from the following information, sales Rs.20,00,000. Total cost Rs.15,20,000 and fixed cost Rs. 3,20,000.
10. 2000 units costing Rs. 4 per unit, were introduced to process-I. Labour costs and other expenses were Rs. 1080 and Rs. 120 respectively. Its output was 1900 units. The normal scrap was 10% of the input and had a realise value of Rs. 1 per unit. Prepare process-I Account, Normal Loss Account and Abnormal gain Account.

Programme Name: BBA (Part II)
Paper Code – BBA 10
(Banking and Insurance Management)

Max Marks: 30

Note: The Question paper is divided into three sections A, B, and C. Write Answer as per the given instruction.

Section-A
(Very Short Answer Type Questions)

Note: Answer all questions. As per the nature of the question you delimit your answer in one word, one sentence or maximum up to 30 words. Each question carries 1 mark. 6x1=06

1. (i) What do you mean by 'Central Banking'?
   (ii) What do you mean by Loans and Advances?
   (iii) What is Cheque and Demand Drafts?
   (iv) What is Health Insurance?
   (v) What is Bank Rate?
   (vi) What are the various uses of ATM cards?

Section-B

(Short Answer Questions)

Note: Answer any four questions. Each answer should not exceed 100 words. Each question carries 3 marks. 4X3=12

2. What are the objectives of NABARD?
3. Explain different types of bank accounts in detail.
4. Define marine insurance.
5. Discuss the various types of bank giving their main functions only.
6. What do you mean by IRDA. Discuss its scope.

Section 'C'

(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum up to 400 words. **Each question carries 06 marks. 2x6=12**

7. Explain different types of bank accounts in detail.
8. What do you mean by Fire insurance?
9. Discuss how banks can contribute to the economic development of India.
10. What do you mean by Commercial Banks? Explain the functions of Commercial banks.

Programme Name: BBA (Part II)
Paper Code – BBA 11
(Computer Application in Management)

Max Marks: 30

Note: The Question paper is divided into three sections A, B, and C. Write Answer as per the given instruction.

Section-A
(Very Short Answer Type Questions)

Note: Answer all questions. As per the nature of the question you delimit your answer in one word, one sentence or maximum up to 30 words. Each question carries 1 mark. 6x1=06

1. Explain the following terms:
   - (i) Software
   - (ii) Internet
   - (iii) Video Clip
   - (iv) Desktop
   - (v) MS Access
   - (vi) Operating System

Section-B
(Short Answer Questions)

Note: Answer any four questions. Each answer should not exceed 100 words. Each question carries 3 marks. 4X3=12

2. Analyse important components of computer hardware.
3. Discuss the process of generating queries.
4. What is information technology outsourcing?
5. Discuss functioning of internet.
6. Describe uses of MS-Word.

Section 'C'
(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum up to 400 words. **Each question carries 06 marks. 2x6=12**

7. Explain various types of operating system.
8. Describe significance and application of MIS at various levels of management.
9. Describe the application of computers in industry.
10. Write a detailed note on relationship of DSS, MIS and KM.

Programme Name: BBA (Part II)
Paper Code – BBA 12
(Entrepreneurship & Small scale Business)

Max Marks: 30

Note: The Question paper is divided into three sections A, B, and C. Write Answer as per the given instruction.

Section-A
(Very Short Answer Type Questions)

Note: Answer all questions. As per the nature of the question you delimit your answer in one word, one sentence or maximum up to 30 words. Each question carries 1 mark. 6x1=06

1. (i) Define Small Business.
   (ii) What do you mean by seed entrepreneur?
   (iii) Define Ownership.
   (iv) Explain any two uses of market analysis for an entrepreneur.
   (v) Define small scale industry in India.
   (vi) Define Export Promotion.

Section-B

(Short Answer Questions)

Note: Answer any four questions. Each answer should not exceed 100 words. Each question carries 3 marks. 4X3=12

2. Describe the role of small scale businesses in economic development of a country.
3. Describe the various theories of entrepreneurship.
4. Describe the marketing and finance aspects which are importance for an entrepreneur.
5. Discuss role of entrepreneur in an economy.
6. What do you mean by an 'Entrepreneur'? Describe the various characteristics and skill of an entrepreneur.

Section 'C'

(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum up to 400 words. **Each question carries 06 marks. 2x6=12**

7. What factors do influence the emergence and development of entrepreneurship?
8. EDP is process of grooming entrepreneur. Explain in detail.
9. Discuss theories of entrepreneurship and prove that "entrepreneurship is multi-dimensional concept."
10. "The entrepreneur is more than a manager. He is an innovator and promoter as well". Explain this statement and describe the various types of entrepreneur.