

MANONMANIAM SUNDARANAR UNIVERSITY

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

INTERNAL ASSIGNMENT FOR DEC 2023 EXAMINATIONS

B.B.A – Fourth Semester

பொதுத்தமிழ் - தாள்-4

சங்க இலக்கியங்கள்

Sub-Code: D1TL41

1.) (அ) எட்டுத்தொகை நூல்கள் குறித்து கட்டுரை வரைக.

(அல்லது)

(ஆ) நும் பாடப்பகுதியிலுள்ள புறநானூறு, பதிற்றுப்பத்து செய்திகளைத் தொகுத்துரைக்க.

2.) (அ) பத்துப்பாட்டு நூல்கள் குறித்து கட்டுரை வரைக.

(அல்லது)

(ஆ) ஆற்றுப்படை நூல்களை விவரித்து எழுதுக.

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Communicative English (Part II English)

Sub-Code: D2EN41

- 1.) (A) Explore the theme of greed in “ How Much Land Does a Man Need?

(OR)

- (B) Write the critical appreciation of the poem “Anxiety” by A.K. Ramanujam. .

- 2.) (A) Elucidate the significance of the death scene of Cleopatra in Antony and Cleopatra.

(OR)

- (B) Analyze the portrayal of King Lear’s mental and emotional state in “Heath before a Hovel” Scene.

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B.B.A – Fourth Semester

Cost Accounting

Sub-Code: DMBA41

1.) (A) Applications of cost accounting

(OR)

(B) How does an organisation control the labour cost

2.) (A) What are the causes of labour Turnover? Suggest remedial measures to reduce the labour turnover?

(OR)

(B) Explain the various basis of apportionment of overheads to departments with illustrations as to the themes of expenses.

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B.B.A – Fourth Semester

Marketing Management

Sub-Code: DMBA42

- 1.) (A) Expose the marketing environment for a product of your choice and do segmentation.

(OR)

- (B) Product life cycle and its criticism

- 2.) (A) Explain the stages of product the cycle?

(OR)

- (B) Explain the components of promotion more in deta?

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Human Resource Management

Sub-Code: DABA41

- 1.) (A) Compare HRM vs Personnel management , Explain the best .
approach

(OR)

- (B) Illustrate in detail an on the job training and off the job training.

- 2.) (A) Draw the process of performance evaluation?

(OR)

- (B) How is grievance redressed? Outline the grievance redressal
procedure?

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B.B.A – Fourth Semester

Consumer Behaviour

Sub-Code: DNBA41

- 1.) (A) Models of consumer Decising making process –
Black Box Model,Economicnall Howord sheth model

(OR)

- (B) Diffusion of Innovation, its influence and adoption.

- 2.) (A) Describe characteristics of family decision making regarding purchases.

(OR)

- (B) Describe the process involved in diffusion of innovation, with examples?

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B.B.A – Fourth Semester

Computer for Digital Era

Sub-Code: DCCD41

1.) (A) Explain the role of computers in modern society.

(OR)

(B) Explain the types of computers and their specifications?

2.) (A) Explain the types of software?

(OR)

(B) Explain the database management system and its functions?