

ASSIGNMENT QUESTION DEC 2024 EXAMINATION

B.B.A

SEMESTER I

NAME OF THE COURSE : Principles of Management (JMBA11)

1. a) Japanese management process and fanatic.
(or)
b) Line Vs Staff conflict and ways for resolving the same.
2. a) Principles of Direction and Techniques of direction.
(or)
b) PERT and CPM and its application.

NAME OF THE COURSE : Accounting for Management – I (JMBA12)

1. a) Bank Reconciliation Statement – Process and utility.
(or)
b) Depreciation – Meaning and methods in detail.
2. a) Final accounts adjustment – Significance & types.
(or)
b) Hire purchase system – A detailed explanation.

NAME OF THE COURSE : Managerial Economics (JEBA11)

1. a) Practical need on the theory of consumer behavior.
(or)
b) Determinants of demand and utility of elasticity of demand.
2. a) Production analysis and cost analysis with practical example.
(or)
b) Pricing – Objectives and factors.

NAME OF THE COURSE : Basics of Event Management (JSBA11)

1. a) Event Management – Need, types and importance.
(or)
b) Event coordination, Design and Evaluation.

2. a) Event feasibility – Resources requires along with constraint and Pricing.
(or)
b) Event cost and sponsorship & avenues of implementing them.

NAME OF THE COURSE : Managerial Communication (JFBA11)

1. a) Communication – Principles and Objectives.
(or)
b) Process of communication with example.

2. a) Types of communication and its significance.
(or)
b) Barriers of communication and methods to manage them.

SEMESTER II

NAME OF THE COURSE : Organizational Behaviour (JMBA21)

1. a) Disciplines contributed to OB.
(or)
b) Learning, Conditioning, Shaping & reinforcement.
2. a) Leadership theories.
(or)
b) Forces of change and Lewin's model of change.

NAME OF THE COURSE : Accounting for Management – II (JMBA22)

1. a) Cost concept and classifications.
(or)
b) Management Accounting Vs Financial Accounting.
Management Accounting Vs Cost Accounting.
2. a) Ratio Analysis – Classification, Interpretation and benefits.
(or)
b) Budget & Budgetary control with types.

NAME OF THE COURSE : Business Regulatory Frame work (JEBA21)

1. a) Indian Contracts act & special.
(or)
b) Sale of goods act.
2. a) Consumer Protection Act.
(or)
b) RTI act.

NAME OF THE COURSE : Managerial Skill Development (JSBA21)

1. a) Self-understanding self, self identity self image and self confidence.
(or)
b) Self esteem – Meaning, importance and components.

2. a) Thinking skills – Types and importance.
(or)
b) Emotional competence – Meaning, Importance and relevance. Six phase model of creative thinking.

**NAME OF THE COURSE : Business Etiquette and corporate grooming
(JSBA22)**

1. a) Etiquette – Introduction and principles.
(or)
b) Professional qualities of requires for employees.

2. a) Telephone & E mail etiquette – How to master them?
(or)
b) Cultural sensitivity, its impact and effects.

SEMESTER III

NAME OF THE COURSE : Marketing Management (JMBA31)

1. a) Modern marketing – Importance & function.
(or)
b) New product development and its relation.
2. a) Pricing policies, process & Strategies.
(or)
b) Physical Distribution – feature and types of channel.

NAME OF THE COURSE : Financial Management (JMBA32)

1. a) Role of finance manager in financial.
(or)
b) Theories of capital structure and factor affecting capital structure.
2. a) Composite cost of capital and its components.
(or)
b) Components of working capital and the methods to forecast the same .

NAME OF THE COURSE : Business Statistics (JEBA31)

1. a) Collection, Tabulation and presentation of Duta with its types.
(or)
b) Details of central Tendency measures.
2. a) Correlation – Need, methods and uses.
(or)
b) T Test & F Test – when & How to use?.

NAME OF THE COURSE : Computer Application in Business (JSBA31)

1. a) Tools used in word – Explanation in detail.
(or)
b) Formula's and its types in excel. Also the process of inserting them .
2. a) Inserting Background, pictures, movies and adding animation in power point.
(or)
b) Database – The need and process of creating Database.

NAME OF THE COURSE : New Venture Management (JNBA31)

1. a) Developing creativity and innovation – the methods.
(or)
b) Process of developing successful business idea.
2. a) Feasibility Analysis – Marketing, Technical and Financial.
(or)
b) Sources of funding a start up.

SEMESTER IV

NAME OF THE COURSE : Cost Accounting (DMBA41)

1. a) Comparison between Financial account and cost accounting.
(or)
b) Techniques of inventory control.
2. a) Labour costing – Methods that are designed so far.
(or)
b) Allocation and apportionment & principles of apportionment and Reapportionment.

NAME OF THE COURSE : Marketing Management (DMBA42)

1. a) Marketing environment components.
(or)
b) Consumer Behavior - Factors inflecting and.
2. a) Classification of product and levels of product.
(or)
b) Channel conflict – Types, Reason and remedies.

NAME OF THE COURSE : Human Resource Management (DABA41)

1. a) Human Resource Planning – A detailed report.
(or)
b) Process and types of recruitment & selection.
2. a) Compensation and incentives – Types and plans.
(or)
b) Induction and separation formalition.

NAME OF THE COURSE : Consumer Behaviour (DNBA41)

1. a) Factors influencing consumer behaviour.
(or)
b) Consumer decision making models – Any three models.

2. a) Consumer behavior – Match with product, pricing, Distribution Strategies.
(or)
b) Buying pattern of consumers in the new digital era.

SEMESTER V

NAME OF THE COURSE : Management Accounting (DMBA51)

1. a) Comparison of financial accounting, cost accounting & management accounting.

(or)

b) Significance and limitations of financial analysis.

2. a) Fund flow – Meaning, significance limitation.

(or)

b) Budgeting – Explain the types.

NAME OF THE COURSE : Research Methodology (DMBA52)

1. a) Features importance and types of research.

(or)

b) Explain different types of research design.

2. a) Scales and types of scales.

(or)

b) Report of research – Types and qualities of report.

NAME OF THE COURSE : Production and operations management (DMBA53)

1. a) Operation management – Objectives, Functions and trends.

(or)

b) Types of lay out and its application.

2. a) Routing – scheduling dispatching follow up.

(or)

b) Quality control – Types and benefits.

NAME OF THE COURSE : Banking and Insurance (DMBA54)

1. a) Functions of commercial Bank & control bank.
(or)
b) Negotiable instruments – Types and characteristics of each.
2. a) Insurance – Need, Types and its principles.
(or)
b) Law related to Insurance & power of IRDA.

NAME OF THE COURSE : Retail Management (DEBA51)

1. a) Retail Types and raise in India.
(or)
b) Location – its types and analysis write retail.
2. a) Store design, lay out and visual merchandising problems and challenges.
(or)
b) Retail promotion strategy a detailed description.

SEMESTER VI

NAME OF THE COURSE : Financial Management (DMBA61)

1. a) Scope of Financial management.
Traditional and Modern approach.
(or)
b) Working capital Management – Concept, types, Importance and Determinants.

2. a) Dividend & Dividend policy, Determinants of Dividend policy.
(or)
b) Capital structure theories.

NAME OF THE COURSE : Strategic Management (DMBA62)

1. a) Strategic management process.
(or)
b) Strategy formulation – objectives, classification, guidelines & goals.

2. a) ETOP and value chain analysis.
(or)
b) BCG matrix & mine cell matrix.

NAME OF THE COURSE : Entrepreneurship Development (DMBA63)

1. a) Characteristics, types and functions of Entrepreneurs.
(or)
b) Promotion agencies to promote Entrepreneurship in India.

2. a) Business Plans – Elements of Business plans and the perspectives in its preparation.
(or)
b) Types of options to finance businesses.

NAME OF THE COURSE : Training and Development (DEBA61)

1. a) Learning – Concept, Principles, Importance and theories of learning.
(or)
b) Training – Process, types and significance of each type.
2. a) Designing, developing and Budgeting a Training program.
(or)
b) Training Evaluation – The need, importance of evaluation and requirement of effectiveness of training.