

# 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) பண்டையத் தமிழரின் பண்பாட்டுக் கூறுகளை நும்பாடப்பகுதி சங்க இலக்கியப் பாடல்களைக் கொண்டு விளக்குக.

(அல்லது)

(ஆ) பொருள் இலக்கணம் குறித்து விரிவான விடையளி

- 2.) (அ) வாழ்வியல் அறம் குறித்து தெளிவுபடுத்துக.

(அல்லது)

(ஆ) முனைவர் சொ. சேதுபதி எழுதிய ஆதி அத்தி நாடகத்தை திறனாய்க.

# **MANONMANIAM SUNDARANAR UNIVERSITY**

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

INTERNAL ASSIGNMENT FOR DEC 2023 EXAMINATIONS

**B.B.A – Fourth Semester**

**Communicative English (Part II English)**

**Sub-Code: D2EN41**

- 1.) (A) Explain and how to respond complaints in both formal and informal situation.

**(OR)**

- (B) Delineate the proverb “Make hay while the sun shines”.

- 2.) (A) Write a welcome speech about your department seminar.

**(OR)**

- (B) Discuss the Importance of formal presentation with PPT.

# **MANONMANIAM SUNDARANAR UNIVERSITY**

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

INTERNAL ASSIGNMENT FOR DEC 2023 EXAMINATIONS

**B.B.A – Fourth Semester**

**Cost Accounting**

**Sub-Code: DMBA41**

- 1.) (A) Briefly state the differences between Cost Accounting and Financial Accounting.

**(OR)**

- (B) What are the main factors which you would consider before selecting a method of pricing material issues?

- 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.

# **MANONMANIAM SUNDARANAR UNIVERSITY**

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

INTERNAL ASSIGNMENT FOR DEC 2023 EXAMINATIONS

**B.B.A – Fourth Semester**

**Marketing Management**

**Sub-Code: DMBA42**

- 1.) (A) Explain the prospects and challenges of marketing in the present global environment.

**(OR)**

- (B) Why is it important of study consumer behavior? Identify factors influencing consumer buying behavior?

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

**(OR)**

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

# **MANONMANIAM SUNDARANAR UNIVERSITY**

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

INTERNAL ASSIGNMENT FOR DEC 2023 EXAMINATIONS

**B.B.A – Fourth Semester**

**Human Resource Management**

**Sub-Code: DABA41**

- 1.) (A) Explain the evolution of human resource management?

**(OR)**

- (B) Explain the various internal and external sources of recruitment?

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

**(OR)**

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

# **MANONMANIAM SUNDARANAR UNIVERSITY**

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

INTERNAL ASSIGNMENT FOR DEC 2023 EXAMINATIONS

**B.B.A – Fourth Semester Dec-2023**

**Consumer Behaviour**

**Sub-Code: DNBA41**

- 1.) (A) Critically analyses two process of consumer decisions?

**(OR)**

- (B) What do you understand by reference groups? Discuss about the groups of consumers who are easily influenced by reference groups?

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

**(OR)**

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

# **MANONMANIAM SUNDARANAR UNIVERSITY**

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

INTERNAL ASSIGNMENT FOR DEC 2023 EXAMINATIONS

**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?