

# **MANONMANIAM SUNDARANAR UNIVERSITY**

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

INTERNAL ASSIGNMENT FOR MAY-2025 EXAMINATIONS

**B.B.A – FIFTH Semester**

**Management Accounting**

**Sub-Code: DMBA51**

- 1.) (A) Comparison of Financial Accountancy and cost Accounting.

**(OR)**

- (B) Ratio Analysis –its uses and challenges.

- 2.) (A) Describe in detail about Different types of budgets.

**(OR)**

- (B) Explain in detail about Marginal costing helpful in managerial  
Decision making process

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**B.B.A – FIFTH Semester**

**Research Methodology**

**Sub-Code: DMBA52**

1.) (A) Problems encountered by reserve her in India

**(OR)**

(B) Research Designs –its types and application

2.) (A) Measurement and scaling Techniques

**(OR)**

(B) Steps in Drafting Quality reports.

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**B.B.A – FIFTH Semester**

**Productions and Operation Management**

**Sub-Code: DMBA53**

- 1.) (A) Production vs Productivity and the factors in production Management.

**(OR)**

- (B) Different system of production and its pros and cons.

- 2.) (A) Types of statistical Quality Control Techniques

**(OR)**

- (B) Factors influencing plant layout

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**B.B.A – FIFTH Semester**

**Banking and Insurance**

**Sub-Code: DMBA54**

1.) (A) Functions of CENTRAL BANK –Commercial Bank

**(OR)**

(B) Electronic Banking – Detail on the related concepts

2.) (A) Different types of Negotiable Instrument

**(OR)**

(B) Describe in detail about principles of Insurance

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**B.B.A – FIFTH Semester**

**Retail Management**

**Sub-Code: DEBA51**

1.) (A) Retail Industry in India and its functions.

**(OR)**

(B) Evolution and challenges of supply chain management

2.) (A) Importance of Information in supply chain Management.

**(OR)**

(B) Different Methods of Retail promotion .

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**B.B.A – FIFTH Semester**

**Personality Development**

**Sub-Code:DCSB51**

- 1.) (A) Enumerate various types of questions that may be asked in an interview.

*xU Neh;fhzypy; Nfl;fg;gLk; gy;NtW tifahd Nfs;tpfis*

*gFg;G Ma;T nra;jy;;.*

**(OR)**

- (B) Explain the importance of interpersonal relationship.

*xUtUf;nfhUth; cwTfspd; Kf;fpaj;Jtj;ij tpsf;Ff.*

.

2.) (A) Give an account on Dimension of Emotional intelligence ?

*czh;r;rp Ez;zwptpd; ghpkhzq;fis gFg;G Ma;T nra;jy;*

(OR)

(B) Explain the steps involved in problem solving ?

*Rpf;fiyj; jPh;g;gjpy cs; gbepiyfis tpsf;Ff.*