

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI
B.B.A DD&CE OPEN AND DISTANCE LEARNING (ODL) PROGRAMMES

INTERNAL ASSIGNMENT

SEMESTER - V

JMBA51 & Management Information System

1. a) Explain the evolution of computers through different generations. Describe the features of each generation.

(Or)

- b) What is an **Information System (IS)**? Explain its key components with suitable examples.
2. a) Discuss the key functions and benefits of a **Marketing Information System** in modern businesses.

(Or)

- b) What is **Business Process Outsourcing (BPO)**? Explain its importance in modern business organisations.

JMBA52 & Research Methodology

1. a) Explain the research process with a neat diagram.

(Or)

- b) Describe the types of research designs.
2. a) Distinguish between **primary data** and **secondary data**. Explain the methods of collecting primary data.

(Or)

- b) What are the **statistical tools and techniques** used in data analysis? Explain their importance in business research.

JMBA53 & Production and Materials Management

1. a) Discuss the steps involved in **process planning** and how it helps in selecting materials, machines, and methods.

(Or)

- b) Discuss the objectives of a good facility layout in improving efficiency and reducing costs.
2. a) What is a **time study**? Explain the purpose of conducting a time study in industrial operations.

(Or)

- b) Describe the different methods of **material demand forecasting** used in business organizations.

JMBA54 & Artificial Intelligence in Business

1. a) Explain the importance of **AI tools and platforms** such as ChatGPT, IBM Watson, and Google AI for business applications.

(Or)

- b) Discuss **AI-based advertising and campaign management** with examples.
2. a) Explain the applications of AI in **financial forecasting and budgeting**.

(Or)

- b) Explain the use of AI in **recruitment and resume screening**.

JEBA51 & Financial Services

1. a) Explain the different **types of financial services**, including banking services, investment services, insurance services, and other specialized financial services.

(Or)

- b) Explain how capital markets contribute to **economic growth and business development**.
2. a) Describe the **evolution of hire purchase** and explain its significance in India.
- (Or)
- b) Explain the **types of mutual funds in India** and their features with examples.

JEBA52 & Consumer Behaviour

1. a) Describe the **role of consumer research** in product development, promotion, and marketing strategy.

(Or)

- b) Explain **McClelland's APA theory of needs** and its relevance to consumer behavior.
2. a) Explain the **trait theory of personality** and its application in predicting consumer behavior.

(Or)

- b) Explain the **different types of consumer reference groups** and their influence on consumer behavior.

JNBA51 & Fundamentals of Fintech

1. a) Discuss the **FinTech ecosystem** and explain the **recent developments in FinTech globally and in India**

(Or)

- b) Explain the concept of a **cashless society** and discuss the role of **digital financial services (DFS) ecosystem** in promoting financial inclusion.
2. a) Explain the **legal position of crypto currencies in India** and analyze their impact on investors and the financial system

(Or)

- b) Explain the **concept of blockchain technology (BCT)** and discuss its **potential applications in FinTech**.