

INTERNAL ASSIGNMENT QUESTIONS
B.B.A. III YEAR
SUPPLEMENTARY EXAMINATIONS - 2024



PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION
(RECOGNISED BY THE DISTANCE EDUCATION BUREAU, UGC, NEW DELHI)

OSMANIA UNIVERSITY
(A University Accredited with A+ by the NAAC - A University with Potential for Excellence,
Hyderabad – 7 Telangana State)

DIRECTOR
Prof. G.B.Reddy
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**PROF.G.RAM REDDY CENTRE FOR DISTANCE EDUCATION
OSMANIA UNIVERSITY, HYDERABAD – 500 007**

Dear Students,

Every student of B.B.B. III year has to write and submit **Assignment** for each paper compulsorily. Each assignment carries **20 marks**. The marks awarded to the students will be forwarded to the Examination Branch, OU for inclusion in the marks memo. If the student fail to submit Internal Assignments before the stipulated date, the internal marks will not be added in the final marks memo under any circumstances. The assignments will not be accepted after the stipulated date. **Candidates should submit assignments only in the academic year in which the examination fee is paid for the examination for the first time.**

NOTE: THE SUPPLEMENTRY CANDIDATES PAYING THEIR EXAMINATION FEE FOR THE FIRST TIME ARE ONLY ELGIBLE TO WRITE AND SUBMIT THEIR ASSIGNMENTS. THE CANDIDATES WHO PAID EXAMINATION FEE EARLIER AND NOT SUBMITTED THEIR ASSIGNMENT ARE NOT ELIGIBLE TO SUBMIT THEIR ASSIGNMENTS NOW.

Candidates are required to submit the Exam fee receipt along with the assignment answers scripts at the concerned counter on or before **25th November, 2024** and obtain proper submission receipt.

ASSIGNMENT WITHOUT EXAMINATION FEE PAYMENT RECEIPT (ONLINE) WILL NOT BE ACCEPTED

Assignments on Printed / Photocopy / Typed will not be accepted and will not be valued at any cost. Only HAND WRITTEN ASSIGNMENTS with blue pen will be accepted and valued.

Methodology for writing the Assignments (Instructions) :

1. First read the subject matter in the course material that is supplied to you.
2. If possible read the subject matter in the books suggested for further reading.
3. You are welcome to use the PGRRCDE Library on all working days for collecting information on the topic of your assignments. (10.30 am to 5.00 pm).
4. Give a final reading to the answer you have written and see whether you can delete unimportant or repetitive words.
5. The cover page of the each theory assignments must have information as given in FORMAT below.

FORMAT

1. NAME OF THE STUDENT :
2. ENROLLMENT NUMBER :
3. NAME OF THE COURSE :
4. NAME OF THE PAPER :
5. DATE OF SUBMISSION :
6. Write the above said details clearly on every subject assignments paper, otherwise your paper will not be valued.
7. Tag all the assignments paper wise and submit them in the concerned counter.
8. Submit the assignments on or before **25th November, 2024** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

DIRECTOR

BBA III YEAR SUPPLEMENTARY EXAMINATIONS - 2024

INTERNAL ASSIGNMENT

Sub: Business Environment

Paper – I

Assignment I

Answer the following questions (each question carries 5 marks))

3x5=15

1. Describe approaches to calculate National Income.
2. Discuss about CENVAT, MODVAT.
3. Discuss the components of Capital Market

Assignment II

Answer the following Questions (each question carries 5 marks)

3x5=15

1. Explain the objectives and functions of Money Market ?
2. Discuss salient features of new industrial policy.
3. Discuss the emergence of economic blocks.

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INTERNAL ASSIGNMENT

Sub: Management Accounting

Paper – II

Assignment I

Answer the following questions (each question carries 5 marks)

3x5=15

1. Discuss the nature and scope of Management Accounting.
2. What is the cost sheet ? How is it prepared ?
3. Define Ratio. Discuss its uses and limitations.

Assignment II

Answer the following Questions (each question carries 5 marks)

3x5=15

1. Define Break-Even analysis and discuss its assumptions, uses and limitation.
2. What are the benefits and limitations of zero based budgeting?
3. What are the advantages and limitations of Standard Costing ?

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INTERNAL ASSIGNMENT

Sub: Business and Corporate Law

Paper – III

Assignment I

Answer the following questions (each question carries 5 marks)

3x5=15

1. Discuss fully the essentials of a Valid Contract.
2. What is a partnership ? Briefly state special features of a partnership on the basis of which its existence can be determined under the Indian Partnership Act ?
3. Define negotiable instrument. Explain the characteristics and types of negotiable instruments.

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Describe the characteristics of a company. What are the different types of companies incorporated under the companies Act.
2. What is a consumer dispute ? Write a note on the Consumer Disputes Redressal Agencies.
3. Define Intellectual Property Rights (IPR). Explain the types of IPRs.

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INTERNAL ASSIGNMENT

Sub: Information Technology

Paper – IV

Assignment I

Answer the following questions (each question carries 5 marks)

3x5=15

1. What is a Software ? Explain types of softwares ?
2. What is a Network ? Explain different types of network topologies ?
3. What is an Information System ? Explain different types of Information Systems ?

Assignment II

Answer the following Questions (each question carries 5 marks)

3x5=15

1. Define Multimedia. Explain various multimedia formats.
2. Define Internet. Explain in detail about Internet addressing.
3. Define e-commerce. Explain about online business and types.

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INTERNAL ASSIGNMENT

Sub: Business Communication

Paper – V

Assignment - I

Answer the following questions (each question carries 5 marks)

3x5=15

1. How barriers to communication can be overcome by communication ?
2. What is feedback ? Explain role of feedback in Business Communication.
3. What are the different types of non-verbal communication ? Explain the importance of them.

Assignment - II

Answer the following Questions (each question carries 5 marks)

3x5=15

1. Discuss the four ways of delivering a speech.
2. What is a report ? Explain the steps involved in creating a report.
3. What is a group discussion ? Describe the procedure for conducting a group discussion.

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INTERNAL ASSIGNMENT

Sub: Financial System and Services

Paper – VI (Elective – I Finance)

Assignment I

Answer the following questions (each question carries FIVE marks)

3x5=15

1. What is Financial Intermediary ? What is the distinction between money market and capital market ?
2. What are debentures and debt instruments ? Discuss about the features of debentures?
3. What is underwriting ? Discuss about the role and importance of under writer in new issues market ?

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x3=15

1. Define Commercial Bank and discuss about characteristics and primary functions of Commercial Bank.
2. Define Leasing and explain characteristics, Types of leasing contract.
3. Define Mutual Fund explain working mechanisms of Mutual Fund.

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INTERNAL ASSIGNMENT

Sub: Investments Management

Paper – VII (Finance Elective – II)

Assignment I

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Explain investment decision process.
2. What is Fundamental Analysis?
3. Define Bonds and describe the characteristics and types of Bonds.

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x3=15

1. Define Markowitz model.
2. Define efficient portfolio and efficient frontier.
3. Explain the various schemes offered by mutual funds in India.

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INTERNAL ASSIGNMENT

Sub: Leadership

Paper – VI (HR Elective – I)

Assignment - I

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Define Leadership. Explain various Leadership styles.
2. Discuss Leadership motives, skills and functions.
3. Explain various Leadership behavioral theories.

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Distinguish between transactional and transformational leadership.
2. Narrate Leadership lifecycle theory.
3. Discuss the steps in leadership succession planning.

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INTERNAL ASSIGNMENT

Sub: Change Management

Paper – VII (HR Elective – II)

Assignment - I

Answer the following questions (each question carries 5 marks)

3x5=15

1. Explain the forces of change with examples.
2. What is Organisational Change ? What are the individual barriers for Organisational Change ?
3. Explain the difference between Development and Training.

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Write about Organisational Transformation Interventions.
2. Write a note on different types of roles leaders play in bringing change in the organization.
3. What is transformational leadership ? What are its components ?

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INTERNAL ASSIGNMENT

Paper – VI (Elective – I Marketing)

Sub: Sales and Advertising Management

ASSIGNMENT – I

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Explain the nature and role of sales force recruitment.
2. Explain the theories of Motivation.
3. Describe the importance of sales management process.

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Explain the characteristics of promotion mix.
2. Define Advertising ? Describe the different types of Advertising.
3. Explain the advertisement execution.

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INTERNAL ASSIGNMENT

Sub: Customer Relationship Management

Paper – VII (Marketing Elective – II)

Assignment I

Answer the following questions (each question carries 5 marks)

3x5=15

1. What is CRM ? Explain strategies for building strong customer relationship.
2. Define Customer Retention Management ? Explain the importance of Customer Retention Management.
3. Explain the different types of CRM?

ASSIGNMENT – II

Answer the following questions (each question carries FIVE marks)

3x5=15

1. Explain the Activity Based casting for CRM.
2. List various IT Tools for eCRM.
3. What is a Call-Center ? Discuss the features, functionalities and classification of Call Centres.
