

## BBA- II Year (III Sem )

**Session:** August-Nov 2019

**Courses:** BBA 301-18, 302-18, BBA 303-18, BBAGE-301-18, BBASEC 301-18, BMPD 302-18

**Dear Student,**

You have to complete three Assignments for each of the courses in the Bachelor of Business & Administration I year. Before you attempt the assignments, please read the instructions carefully.

### **Submission**

The student needs to submit all the assignments within the stipulated time. The completed assignments should be submitted as per the following schedule.

| <b>Assignment Number</b> | <b>Last Date of Submission</b>   | <b>To be Submitted to</b>            |
|--------------------------|----------------------------------|--------------------------------------|
| Assignment No.1          | 28 <sup>th</sup> August, 2019    | <b>Concerned Subject<br/>Teacher</b> |
| Assignment No.2          | 28 <sup>th</sup> September,,2019 |                                      |
| Assignment No.3          | 28 <sup>th</sup> October,2019    |                                      |

### **Instructions**

The students are advised to follow the instructions carefully before writing the assignments:

1. The title page should contain information about Name, Roll Number, Programme Title, Course Code, Course Title, Assignment Code, Signature and Date. It may look like this:

|                       |                          |
|-----------------------|--------------------------|
| Name.....             | Roll No.....             |
| Programme Title ..... | Course Code & Title..... |
| Assignment Code.....  |                          |
| Signature.....        |                          |
| Date.....             |                          |

2. It is important that student should write the answers of all the questions in his/her own words. The answers should be according to the word-limit set for a particular section.
3. It is expected that answer to each question be written as per guidelines mentioned in the assignment. Make sure that the answer is logical and systematic.
4. Use A4 size ruled paper for writing assignment and tie all the pages carefully. Allow a 4 cm margin on the left and leave some space between each answer. This will facilitate the evaluator to write useful comments in the margin at appropriate places.
5. Responses should be hand written. Do not copy answers from the book and sheets of other student.
6. Write the question number with each answer.

**WISH YOU ALL THE BEST**

A.S. Group of Institutions,  
Khanna

**Organisatioanl Behavioiur BBA (301)**

Assignment Code: BBA–II(3)/ASST-I/2019-20

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 and 2 in 400 words and Question no 3 in 200 words.

1. What are the various factors influencing individual behaviour? (4)
2. Discuss the classical conditioning theory of learning (4)
3. Define Organisaton behavior and learning. (2)

**Organisatioanl Behavioiur BBA (301)**

Assignment Code: BBA–II(3)/ASST-II/2019-20

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 and 2 in 400 words and Question no 3 in 200 words.

1. Explain the concept of perception and also explain the barriers to perceptual accuracy. (4)
2. What are the various factors effecting motivation of employees in organization (4)
3. Define the terms Personality and motivation (2)

**Organisatioanl Behavioiur BBA (301)**

Assignment Code: BBA–II(3)/ASST-III/2019-20

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 and 2 in 400 words and Question no 3 in 200 words.

1. What is stress Management and what are the reasons for stress in an organization? (4)
2. What is organizational conflict? .How these can be resolved (4)
3. Define Organizational culture. (2)

**Marketing Management (BBA 302)**

Assignment Code: BBA–II(3)/ASST-I/2019-20

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 and 2 in 400 words and Question no 3 in 200 words.

1. What is Market segmentation? Discuss advantages and Bases of Segmentation. (4)
2. Discuss the business environment analysis. (4)
3. What is the difference between Selling and Marketing? (2)

**Marketing Management (BBA 302)**

Assignment Code: BBA–II(3)/ASST-I/2019-20

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 and 2 in 400 words and Question no 3 in 200 words.

1. What is Target Marketing and approaches for selecting a Target Markets. (4)
2. What is Marketing Mix and Discuss the elements of Marketing Mix? (4)
3. Difference between Mass Marketing and segmentation. (2)

**Marketing Management (BBA 302)**

Assignment Code: BBA–II(3)/ASST-I/2019-20

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 and 2 in 400 words and Question no 3 in 200 words.

1. Discuss the various pricing methods. (4)
2. What do you understand by channels of distribution? Discuss its growing importance. (4)
3. Discuss the various retailers? (2)

**Cost And Management Accounting (BBA 303-18)**

Assignment Code: BCOM(P)-III(5)/ASST-I/2019-20

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 and 2 in 400 words and Question no 3 in 200 words.

1. What is the difference between cost accounting and management accounting? (2)
2. Explain the scope and objectives of cost accounting. (4)
3. Find (i) Current Ratio; (ii) Quick Ratio  
Liquid Assets      Rs. 6,80,000  
Inventories        Rs. 1,90,000  
Prepaid expenses   Rs. 10,000  
Working Capital    Rs. 2,00,000 (4)

**Cost And Management Accounting (BBA 303-18)**

Assignment Code: BCOM(P)-III(5)/ASST-II/2019-20

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 and 2 in 400 words and Question no 3 in 200 words.

1. What do you mean by master budget? (2)
2. Explain the term standard costing and also explain various material variances. (4)
3. What are the advantages and disadvantages of budgetary control? (4)

**Cost And Management Accounting (BBA 303-18)**

Assignment Code: BCOM(P)-III(5)/ASST-III/2019-20

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 and 2 in 400 words and Question no 3 in 200 words.

1. a) What is Marginal Costing?  
b) What is the formula to compute break-even point? (2)
2. Explain Break Even Point. How Does BEP Help In Making Business Decision? (4)
3. How would you calculate the following:  
(i). PVR (ii). BEP (Sales) (iii). Margin of Safety (iv). Profit  
When sales are Rs. 80,000, variable costs Rs. 4,000 and Fixed Costs Rs. 4,000. (4)

**Production & Operations Management (BBAGE- 301-18)**

Assignment Code: BBA–II (3)/ASST-I/2019-20

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 and 2 in 400 words and Question no 3 in 200 words.

1. What are the functions performed by Production and Operations Manager in the organizations? (4)
2. Discuss the steps involved in development of a product (4)
3. Explain how Production Management is a system. (2)

**Production & Operations Management (BBAGE- 301-18)**

Assignment Code: BBA–II (3)/ASST-II/2019-20

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 and 2 in 400 words and Question no 3 in 200 words.

1. Highlight the various types of Facility Layouts. (4)
2. Visit any nearby industry of your choice and comment on their production process. (4)
3. What is the need of Production Planning and Control? (2)

**Production & Operations Management (BBAGE- 301-18)**

Assignment Code: BBA–III (3)/ASST-II/2019-20

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 and 2 in 400 words and Question no 3 in 200 words.

1. Discuss the terms:
  - Control charts
  - Six Sigma
  - Virtual Factory
  - Acceptance Sampling. (4)
2. Bring out the essential features of different Inventory control models. (4)
3. Explain the functions of Purchase Management. (2)

**IT Tools for Business (BBA SEC 301-18)**

Assignment Code: BBA-II(3)/ASST-I/2019-20

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 and 2 in 400 words and Question no 3 in 200 words.

1. What are the advantages and limitations of computer? (4)
2. Explain classifications of computer based on size in detail? (4)
3. Difference between Data and Information. (2)

**IT Tools for Business (BBA SEC 301-18)**

Assignment Code: BBA-II(3)/ASST-II/2019-20

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 and 2 in 400 words and Question no 3 in 200 words.

1. What is Operating System? Discuss various functions of Operating System. (4)
2. State the necessity of Secondary storage. Explain some secondary storage devices? (4)
3. What is Formatting in MS-Word? (2)

**IT Tools for Business (BBA SEC 301-18)**

Assignment Code: BBA-II (3)/ASST-III/2019-20

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 and 2 in 400 words and Question no 3 in 200 words.

1. What is Mail Merge? What are the steps involved in mail-merge? (4)
2. Define Cell Referencing. Explain relative, mixed and absolute cell referencing with example. (4)
3. Write a short note on: (2)
  - (i) Sorting and Filtering
  - (ii) Bookmark