

UP Rajarshi Tandon Open University, Prayagraj

BBA Assignment 2023-24

First Semester

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, प्रयागराज

अधिन्यास (Assignment)

2023-2024

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	: प्रबन्धन सिद्धान्त	कोर्स कोड	: बी.बी.ए. - 101
Subject Title	: Principles of Management	Course Code:	BBA - 101

अधिकतम अंक : 30

Maximum Marks: 30

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

- 1- Write short note vroom's expectancy theory?
- 2- Write short note on Decision Making
3. What are the character tics of effective communication system?
4. What is meant by management concept?
5. Explain any theory of motivation
6. Explain the Autocratic theory of leadership?

Section- B

खण्ड—ब

Note: Long Answer Questions. Answer should be given in 500 to 800 words each.
Answer all questions. All questions are compulsory.

अधिकतम अंक : 18

Maximum Marks: 18

- 1- Explain the concept of planning and describe its types.
- 2- What are organization concepts? Describe organization process
- 3- Define control? Explain the process of control

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Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 102
Subject Title	: Micro Economics	Course Code	: BBA - 102

अधिकतम अंक : 30

Maximum Marks: 30

Section- A

खण्ड-अ

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

1. What is law of variable proportions?
2. What do you mean by opportunity cost?
3. What is Monopoly? Explain determination of price under monopoly?
4. How is price determined under perfect competition?
5. Define concept and measurement of National Income.
6. What do you mean by Input-output in development planning?

Section- B

खण्ड-ब

Note: Long Answer Questions. Answer should be given in 500 to 800 words each.
Answer all questions. All questions are compulsory.

अधिकतम अंक : 18

Maximum Marks: 18

- 1- Explain meaning of Demand Forecasting? Also discuss scope and method of Demand Forecasting?
- 2- What do you understand by Elasticity of Demand? Also discuss income Elasticity and cross Elasticity of demand?
- 3- How many phases are involved in business cycle? Explain importance and use of cost benefit analysis in India

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अधिन्यास (Assignment)

2023-2024

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	: विपणन प्रबन्धन	कोर्स कोड	: बी.बी.ए.- 103
Subject Title	: Marketing Management	Course Code	: BBA - 103

अधिकतम अंक : 30

Maximum Marks: 30

Section- A

खण्ड-अ

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.

Answer all questions. All questions are compulsory.

- 1- What do you understand from Marketing Mix?
- 2- What is the objective of marketing segmentation?
- 3- Define stages of Product Life Cycle?
- 4- Differentiate between Branding & Trademark?
- 5- Differentiate between personal selling and sales promotion?
- 6- Differentiate between "Product Brand" and "Trade Mark".

Section- B

खण्ड-ब

Note: Long Answer Questions. Answer should be given in 500 to 800 words each. Answer all questions. All questions are compulsory.

अधिकतम अंक : 18

Maximum Marks: 18

- 1- What is marketing? Discuss its objective, nature and Importance in detail?
- 2- What do you understand by Price? Draw its importance also explain various methods of pricing?
- 3- Define Advertising. Explain objectives & utility of advertising in modern business.

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अधिन्यास (Assignment)

2023-2024

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 104
Subject Title	: Financial Accounting	Course Code	: BBA - 104

अधिकतम अंक : 30

Maximum Marks: 30

Section- A

खण्ड-अ

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

1. What are the objectives of accounting information?
2. What do you mean by working capital?
3. What do you mean by current assets? Also give examples.
4. What are the purposes of accounting information?
5. What are the purposes of preparing Trial Balance?
6. State the importance and limitations of Profit and Loss Account.

Section- B

खण्ड-ब

Note: Long Answer Questions. Answer should be given in 500 to 800 words each. Answer all questions. All questions are compulsory.

अधिकतम अंक : 18

Maximum Marks: 18

- 1- Discuss the various accounting concepts. Do you find any of the accounting concepts conflicting with each other? Give examples.
- 2- What do you mean by Balance Sheet? How does it differ from profit and loss Account?
- 3- What is working capital? What factors affect the size of working capital in an enterprise?

Session: 2023 -2024	Max. Marks: 30
Program Name: B.Com	
Course Code: AECEG	Course Name: Ability Enhancement Course in English [AECEG]

SECTION –A

Short answer type questions (approx. 200 -300words) All questions are compulsory.

(Maximum Marks: (2 x 6) = 12 marks)

Q. No.		Marks	CO mapped/	Category
01	Through light on the salient feature of Wield Cather”the affair at Grover station`s”	2	1,2,3,	Remembering & understanding
02	Comment on the theme of Ved Mehta’s “A world of four senses.”	2	1,3,4	Remembering & understanding
03	What is the main ideas of ’ Human Environment’	2	1,2,3,	Remembering & understanding
04	Discuss ‘Witches leaves’ as a story.	2	2,3,4,5	Analyzing & understanding
05	What is the advantages of science in politics?	2	1,2,3	Remembering & understanding
06	In what ways is the life of Albert Einstein Inspiring to you ?	2	1,2,3,4,5	Analyzing & understanding

SECTION –B

Long answer type questions (approx. 500 -800words) All questions are compulsory.

(Maximum Marks: (6 x 3) = 18 marks)

		Marks	CO mapped/	Specify Category
07	Comment on the theme of George Orwell’s’ Animal form’	6	1,2,3	Remembering & understanding

08	Briefly describe the central thought in Oscar wild`s story, The Nightingale and the Rose	6	1,2,3,4,5	Analyzing & understanding
09	Discuss the theme of Agatha Christi`s The Jewell robbery	6	1,2,3,4,5	Analyzing & understanding

Session: 2023 -2024	Max. Marks: 30
Program Name: B.Com	
Course Code: AECHD	Course Name: Ability Enhancement Course in Hindi [AECHD]

SECTION –A				
Short answer type questions (approx. 200 -300words) All questions are compulsory.				
(Maximum Marks: (2 x 6) = 12 marks)				
Q. No.		Marks	CO mapped/	Category
01	अनुवाद की परिभाषा बताते हुए उसका स्वरूप स्पष्ट कीजिए।	2	1,3,4	Remembering & understanding
02	‘मानस का हंस’ उपन्यास के प्रतिपाद्य पर प्रकाश डालिये।	2	1,3,4	Analyzing & understanding
03	‘पूस की रात’ कहानी का सारांश अपने शब्दों में लिखिए।	2	3,4	Analyzing & understanding
04	विज्ञान विषय में लेखन की भाषा शैली की विशेषताएँ बताइए।	2	2,3	Remembering & understanding
05	सरकारी पत्राचार के विविध प्रकारों का परिचय दीजिए।	2	1,2,3	Analyzing & understanding
06	संस्मरण के विधागत वैशिष्ट्य पर प्रकाश डालते हुए पठित संस्मरण की विशेषता बताइए।	2	1,2,3,4,5	Analyzing & understanding
SECTION –B				
Long answer type questions (approx. 500 -800words) All questions are compulsory.				

(Maximum Marks: (6 x 3) = 18 marks)

		Marks	CO mapped/	Specify Category
07	चन्द्रगुप्त' नाटक के प्रमुख पात्रों की चारित्रिक विशिष्टताओं का निरूपण कीजिए।	6	1,2,3,4	Analyzing & understanding
08	क्रोध निबन्ध के आधार पर आचार्य रामचन्द्र शुक्ल की निबन्ध शैली की विशेषताओं का वर्णन कीजिए।	6	1,2,3,4,5	Remembering & understanding
09	समाज विज्ञान विषय के बोधन में भाषा की क्या-क्या विशेषताएँ होनी चाहिए? विस्तारपूर्वक बताइए।	6	1,2,3,4,5	Analyzing & understanding