

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, प्रयागराज
अधिन्यास (Assignment)

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

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

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

Section- B

खण्ड—ब

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?
- 7.

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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

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

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

Section- B

खण्ड—ब

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?

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Bachelor of Business Administration

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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

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

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.

Section- B

खण्ड—ब

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”.

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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

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

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?

Section- B

खण्ड—ब

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.

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अधिन्यास (Assignment)

2022-2023

Bachelor of Business Administration

विषय	: वाणिज्य	विषय कोड	: बी. काम
Subject	: Commerce	Subject Code	: BBA
कोर्स शीर्षक	: व्यापारिक वातावरण	कोर्स कोड	: BBA -105
Subject Title	: Business Environment	Course Code	: BBA -105

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Discuss the policy measures of new industrial policy 1991 of our country.
हमारे देश की नवीन औद्योगिक नीति 1991 के नीतिगत उपायो पर संक्षेप चर्चा करे।

Or

Describe the meaning and importance of Business Environment. How the Non-Economic Environment influence the Economic Environment?

Or

What do you mean by Business Environment? Describe the main components of business environment.

2. Explain mixed economy?
मिश्रित अर्थव्यवस्था की व्याख्या करे।

Or

Outline the salient features of consumer protection Act, 1986. To what extent it has been able to achieve its objective?

Or

Enumerate the main features of present industrial policy of India and explain how far it has been successful in the industrial growth of the country?

3. What is Environmental Scanning?

Or

Evaluate the New Economic Policy. What are the problems in implementation of this policy?

Or

What are the remedies available to a consumer under consumer protection Act. 1986.

Section- B

खण्ड—ब

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.

4. Explain social responsibility of business?

व्यवसाय के सामाजिक उत्तरदायित्वों का वर्णन कीजिए।

Or

Describe the features of Mixed Economy.

Or

Discuss the present fiscal policy of the Government of India.

5. What do you mean by “Balance of payments”?

भुगतान शेष से आप क्या समझते हैं?

Or

How does the Monetary Policy influences the economic environment?

Or

Examine the objectives and provisions of Monopolistic and Restoratives Trade Practices Act, 1969.

6. Workers participation in management?

प्रबन्धन में श्रमिकों की भागीदारी

Or

Describe the advantages and disadvantages of free trade.

Or

Explain the regularity role of the Government in the liberalisation of the Indian economy.

7. Unfair trade practices.

अनुचित व्यापार गतिविधियाँ।

Or

Outline the structure of foreign trade in India.

Or

Discuss the concept of workers' participation in Management in India.

8. Foreign direct investment?

विदेशी प्रत्यक्ष विनियोग

Or

What is the role of government in planned development of business?

Or

What steps have been taken by the Government of India to have control over the multinational corporations?

9. Describe in brief various ways of rising of government of India?

Or

Describe the functions of World Trade Organisation.

Or

Describe the composition and direction of India's foreign trade.

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अधिन्यास (Assignment)

Bachelor Business Administration (BBA)

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	: प्रबन्धकीय अर्थशास्त्र	कोर्स कोड	: बी.बी.ए.105
Subject Title	: Managerial Economics	Course Code	: BBA- 105

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you mean by “Market Equilibrium”
2. Explain “Balance of Payments” and Balance of Trade
3. Explain Returns to scale. Give reasons for the operation of diminishing returns.

Section- B

खण्ड—ब

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) Give 4 central problems of an economic system.
- 2) Write a note on foreign trade policy.
- 3) Distinguish between economic costs and accounting costs
- 4) What is national income?
- 5) What is Business Cycle? Explain
- 6) Explain the impact of inflation in growth of a counting?

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अधिन्यास (Assignment)

Bachelor Business Administration (BBA)

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	: व्यवसायिक सांख्यिकी	कोर्स कोड	: बी.बी.ए. 106
Subject Title	: Business Statistics	Course Code	: BBA-106

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Discuss the importance of statistics. What are various limitations of statistics?
2. What is the purpose of classification of data? Explain different types of classification.
3. Define mean deviation, mode and standard deviation?

Section- B

खण्ड—ब

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. Explain the various methods of collection of primary data?
2. From the data given below calculate price relatives with Chain base method b) Average price

Year	Price
2004	80
2005	85
2006	82
2007	90
2008	93

3. Represent the following data by Histogram
Weight (kg): 35-40 40-45 45-50 50-55 55-60 60-65
No. of power: 12 30 22 30 18 10
4. What is meant by random sample?
5. What is an Ogive?
6. Discuss the relative merits of “Mode” & “Median”?

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Bachelor Business Administration (BBA)

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए. 107
Subject Title	: Production and Operations Management	Course Code	: BBA- 107

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18
Maximum Marks: 18

- 1 What do you understand by the concept of capacity planning?
- 2 Explain classification and characteristics of services.
- 3 What are the factors which affect facility location planning?

Section- B

खण्ड—ब

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 plant layout?
- 2 Why is there a need for aggregate planning?
- 3 What is safety stock, and why is it held?
- 4 List the Main advantages of PERT.
- 5 How are Quality and Productivity related?
- 6 ABC method of Inventory?

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अधिन्यास (Assignment)

Bachelor Business Administration (BBA)

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA-
कोर्स शीर्षक	:	कोर्स कोड	: SECEN-01
Subject Title	: Entrepreneurship and small Business	Course Code	: SECEN-01

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18
Maximum Marks: 18

1. What do you understand by the concept of entrepreneurship? Why it is important in India business scenario?
2. Critically evaluate theory of social change of entrepreneurship.
3. Explain the problems of women entrepreneur. Also explain the government policy to support the women entrepreneur.

Section- B

खण्ड—ब

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 Discuss the importance of Entrepreneurship in developing economy.
- 2 Briefly discuss the Export & Import policy.
- 3 List various steps involved in preparation of project report?
- 4 What is the meaning of “Incentives “and “subsidy” for small units
- 5 What skills are required for entrepreneurship?
- 6 What is foreign Direct Investment in retail sector in India?

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अधिन्यास (Assignment)

Bachelor Business Administration (BBA)

विषय :	विषय कोड :	बी.बी.ए.
Subject : BBA	Subject Code :	BBA
कोर्स शीर्षक : कम्प्यूटर फन्डामेन्टल्स	कोर्स कोड :	SECCF-02
Subject Title : Computer Fundamentals	Course Code :	SECCF-02

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by the concept of social media? Discuss its various applications during your studies.
2. Explain the various hardware & software devices?
3. Explain the memory hierarchy? Give characteristics of group of memory at each level.

Section- B

खण्ड—ब

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 Explain classification of computers in detail.
- 2 Describe parallel processing in detail.
- 3 What is Computer Virus?
- 4 Differentiate between external and internal memory?
- 5 List the Hardware component of Computer.
- 6 List the function of an operating system.

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अधिन्यास (Assignment)

Bachelor Business Administration (BBA)

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	: अर्थशास्त्र	कोर्स कोड	: BBA-108
Subject Title	: Macro Economics	Course Code	: BBA-108

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

- 1 What do you mean by “Market Equilibrium”
- 2 Explain “Balance of Payments” and Balance of Trade.
- 3 Explain Returns to scale. Give reasons for the operation of diminishing returns.

Section- B

खण्ड-ब

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 a note on “Investment decision under risk and uncertainty”
- 2 Write a note on foreign trade policy.
- 3 Discuss the term market structure.
- 4 What is national income?
- 5 What is Business Cycle? Explain
- 6 Explain the impact of inflation in growth of a counting?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, प्रयागराज
अधिन्यास (Assignment)

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 5.1
Subject Title	: Corporate Governance	Course Code	: BBA – 5.1

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What is business ethics? Write the need and benefit of business ethics. ?
2. Write the role of corporate culture and leadership. ?
3. Discuss the problems of corporate culture. ?

Section- B

खण्ड—ब

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

4. Explain the employer's obligation to the firm.
5. Discuss about interpersonal relations in organization.
6. What do you understand by social cost view of duties?
7. What is internal corporate governance?
8. Explain the code and guide lines of corporate governance?
9. What is advertising ethics?

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Bachelor of Business Administration

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Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 5.4 (E1)
Subject Title	: : Marketing Research	Course Code	: BBA -- 5.4 (E1)

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What is marketing research? Discuss its various applications?
2. Differentiate between qualitative and quantitative marketing research?
3. How MR is useful in sales promotion decisions?

Section- B

खण्ड—ब

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

4. What are the elements of international marketing?
5. What is the concept of motivational research?
6. List various uses of marketing research?
7. How you will define questionnaire in research?
8. Differentiate between primary & secondary data?
9. Discuss "Research Design"?

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Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 5.2
Subject Title	:: Sales Management	Course Code	: BBA -- 5.2

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What are the elements of a sales process? Explain.
2. Explain the different methods of providing training to salesman.
3. What do you mean by the term 'Sales Organisation'?

Section- B

खण्ड—ब

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

4. What is retailing?
5. What are the functions of sales manager?
6. What do you understand by advertising budget? Explain.
7. What do you mean by buying motive? Discuss
8. What do you mean by media of advertising' explain briefly.
9. State the different methods used for sales promotion.

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अधिन्यास (Assignment)

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 5.3
Subject Title	: : Total Quality Management	Course Code	: BBA -- 5.3

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. How you will define quality? Discuss its objectives, scope and importance in current make in India business scenario.
2. Explain Zuran principles for quality assurance?
3. Describe the basic approach of ISO-9000 and total quality management?

Section- B

खण्ड—ब

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

4. List various tools & techniques for TQM?
5. What is bench marking?
6. Define quality circle?
7. Explain road map for TQM implementation?
8. What is re-engineering?
9. Describe cultural changes of TQM?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, प्रयागराज
अधिन्यास (Assignment)

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 6.1
Subject Title	: : Conflict Management	Course Code	: BBA -- 6.1

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by conflict management & write it's nature and importance.
2. Discuss the strategies for interpersonal conflict resolution.
3. Describe the strategy and practices of workers participation in management.

Section- B

खण्ड—ब

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

5. Describe the industrial conflict resolution.
6. Explain the causes of industrial conflict.
7. Write the steps of grievance handling procedure. ^
8. How you will ensure good industrial relations?
9. What is workers participation?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, प्रयागराज
अधिन्यास (Assignment)

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 6.4 (E1)
Subject Title	: : Environmental Management	Course Code	: BBA -- 6.4 (E1)

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Explain LPG? Write the main characteristics of privatization?
2. Explain the effects of economic components of business environment?
3. Explain the main characteristics and importance of consumer protection

Section- B

खण्ड—ब

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

4. What is GATT?
5. What is Black Money?
6. Explain Poverty.
7. Write a short note on taxation policy?
8. What are objectives of World Bank? 9. Explain IMF?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, प्रयागराज
अधिन्यास (Assignment)

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 6.2
Subject Title	:: Leadership	Course Code	: BBA -- 6.2

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by leadership? Write the features of leadership.
2. Describe the importance of path goal theory.
3. Discuss the emerging issues in leadership.

Section- B

खण्ड-ब

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

4. Explain the ethical issues in leadership.
5. How strategic leadership works in the organizations.
6. Why emotional intelligence is essential for leadership.
7. What is the importance of democratic leadership style?
8. Write the qualities of a good leader.
9. Discuss the utility of trait theory of leadership.

उत्तरप्रदेशराजर्षिटण्डनमुक्तविष्वविद्यालय, इलाहाबाद

अधिन्यास(Assignment)

2022-2023

Bachelor of Business Administration (BBA)

विषय : वाणिज्य विषय कोड : बी.बी.ए.
Subject : Management Subject Code : B.B.A.
कोर्स शीर्षक : व्यवसाय संचार कोर्सकोड : SECBC-04
Subject Title : Business Communication Course Code: SECBC-04

अधिकतमअंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतमअंक : 18

Maximum Marks: 18

1. Discuss the parts and format of reports. What are its main components?

रिपोर्ट के हिस्सेतथाप्रारूप की चर्चाकीजिए।इसकेप्रमुख तत्वक्याहै?

2. Explain the process and elements of communication.

संचार की प्रक्रियाऔरतत्वोंको समझाइये?

3. What are the principles of effective communication?

प्रभावीसंचार के सिद्धांतक्याहै?

Section- B

खण्ड—ब

अधिकतमअंक : 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.

4. How communication resolves interpersonal conflict? संचारकैसेपारस्परिकमतभेदों का समाधानकरताहै?

5. What are the methods of influencing behavior. व्यवहारकोप्रभावितकरने के सिद्धान्तक्याहै?

6. Write the kinds of visual aids. दर्शनात्मकसहायता के प्रकारलिखे?

7. Why organizational communication is essential? संगठनात्मकसंचारक्योंमहत्वपूर्णहै?

8. What are the causes of poor organizational communication? कमजोरसंगठनात्मकसंचार के क्याकारणहोतेहैं?

9. Write the advantages of two way communication. द्विपक्षीय संचार की विशेषतायेंलिखें?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, प्रयागराज
अधिन्यास (Assignment) 2022-2023

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन विषय कोड : बी.बी.ए.
Subject : Management Subject Code : BBA
कोर्स शीर्षक : कोर्स कोड : बी.बी.ए.
Subject Title : Organizational Behavior Course Code : DCBBA-103

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A
खण्ड—अ

अधिकतम अंक : 18
Maximum Marks: 18

1. What do you understand by Organizational Behavior? Discuss the Principles designing in effective and efficient organization.
2. Describe the Need and importance of Path Goal Theory.
3. Discuss the concept and process of Collective Bargaining.

Section- B
खण्ड—ब

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.

4. How good industrial relations are ensured in organizations?
5. What is Creativity?
6. Explain Employee Discipline?
7. What is Big five Dimensions?
8. List the objective and importance of fiedler theory.
9. How the workers participation is important for Industrial democracy?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, प्रयागराज

अधिन्यास (Assignment)

2022-2023

Bachelor of Business Administration (BBA)

विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक :

विषय कोड : बी.बी.ए.
Subject Code : BBA
कोर्स कोड : बी.बी.ए. 104
Course Code : DCBBA- 104

Subject Title : Advertising

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What is the concept of Advertising? Explain objective, importance and characteristics of Advertising.
2. What are the factors influencing choice of media?
3. What various functions are performed by an advertising agency? How to select an advertising agency?

Section- B

खण्ड-ब

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. Advertising copy
2. Brand Personalities
3. Brand Identity
4. List various branding strategies.
5. Brand Equity
6. Brand Positioning.