

VARDHAMAN MAHAVEER OPEN UNIVERSITY, KOTA
वर्धमान महावीर खुला विश्वविद्यालय, कोटा

Bachelor of Business Administration
Part II



Internal Assignment

BBA-07 to BBA-12 (BBA Part II)

Session: 2013 - 2014

Vardhaman Mahaveer Open University, Kota
Upper Graduate Degree Programme
Bachelor of Business Administration Programme Part I
Internal Assignments from BBA-07 to BBA-12

Dear Students,

The following internal assignments of various papers of Bachelor of Business Administration Part II are being send to you:

Programme Code	Name of the Course/paper
BBA-07	Marketing Management
BBA-08	Human Resource Management
BBA-09	Cost and Management Accounting
BBA-10	Banking and Insurance Management
BBA-11	Computer Applications in Management
BBA-12	Entrepreneurship and Small Scale Businesses

It is must to complete the internal assignments and after completion submit the assignments to the Director of your concerned study centre either through your own presence or through registered post. Each internal assignment is of 20 marks, the marks obtains in internal assignments will be added with the marks obtained in term end examination. It is mandatory to complete the assignments in your own hand writing. There is no revaluation system for the internal assignment except technical mistakes. After submission of the assignment you will not be given the chance to improve the same or resubmit the same so try to give the best answer in your 1st attempt. Enclose the internal assignments of each paper/course in separate files and provide the below information on the first page of each file:

Vardhaman Mahaveer Open University, Kota
Upper Graduate Degree Programme
Bachelor of Business Administration Programme Part II

Scholar No.

Name of Student Internal Assignment No.

Father's Name Programme Code

Address Name of the course/paper

Name of Study Centre Assignment submission date.....

Name of Regional Centre.....

Internal Assignment -I
BBA-07
Marketing Management

Max.Marks 20

Note: Attempt all the question. Question 1 & 2 carry 7 marks. Both questions have internal choice. Question number 3 has four short answer questions. Out of these you are required to answer any two questions. Question 3 carries 6 marks.

Note : Answer the following question in 500 words .

1. What is marketing? Explain its nature and scope.

OR

What is a product? Explain the different types of product. Is there any difference between consumer products and industrial product? If yes, then explain.

2. Discuss the role and objectives of marketing communication in detail. What are the prime considerations in developing effective marketing communication?

OR

What are the characteristics and advantages of Direct Marketing? Also discuss the changing role of personal selling.

3. Attempt any two questions in not more than 150 words. Each question is of 3 marks.
(A) Discuss the various factors affecting marketing mix
(B) Write a short note on 'Brand Classification.'
(C) Explain the various types of the channels of the distribution.
(D) State the objectives of Sales Promotion

Internal Assignment -II
BBA-07
Marketing Management

Max.Marks 20

Note: Attempt all the question. Question 1 & 2 carry 7 marks. Both questions have internal choice. Question number 3 has four short answer questions. Out of these you are required to answer any two questions. Question 3 carries 6 marks.

Note : Answer the following question in 500 words .

1. What do you mean by marketing environment? Also define the five stages of environmental scanning. Why the environmental scanning is done in an organization.

OR

Explain the term product life cycle. Discuss the different stages in the life cycle of a product. What strategies should be adopted during various stages of the life cycle of a product?

2. Write short notes on:
 - (a) Market Skimming Pricing
 - (b) Market Penetration Pricing

OR

Define rural marketing. How will you add value to rural marketing? Explain the factors, which have made rural markets attractive.

3. Attempt any two questions in not more than 150 words. Each question is of 3 marks.
 - (A) Components and process of marketing research
 - (B) What do you mean by pricing? Discuss its various objectives.
 - (C) Elaborate the objectives of Physical Distribution System.
 - (D) Define and explain the promotion mix and critically evaluate the role of advertising in the marketing strategy of an organization.

Internal Assignment -I
BBA-08
Human Resource Management

Max.Marks 20

Note: Attempt all the question. Question 1 & 2 carry 7 marks. Both questions have internal choice. Question number 3 has four short answer questions. Out of these you are required to answer any two questions. Question 3 carries 6 marks.

Note : Answer the following question in 500 words .

1. Define Human Resource Management? What are its functions and objectives? Explain the role of HR manager in HRM.

OR

“Job analysis is the most basic personnel management function.” Discuss.

2. Explain the concept of Industrial Relations. What is the significance of good industrial relations and what are its objectives?

OR

Classify the various stages in development of Human Resource Accounting.

3. Attempt any two questions in not more than 150 words. Each question is of 3 marks.
 - (A) Explain selection process
 - (B) Explain the methods of performance appraisal
 - (C) Meaning and advantages of collective bargaining
 - (D) Explain the various HR ethical issues?

Internal Assignment -II
BBA-08
Human Resource Management

Max.Marks 20

Note: Attempt all the question. Question 1 & 2 carry 7 marks. Both questions have internal choice. Question number 3 has four short answer questions. Out of these you are required to answer any two questions. Question 3 carries 6 marks.

Note : Answer the following question in 500 words .

1. Explain the barriers to HRP. Bring out the requisites for effective planning.

OR

Discuss the steps of recruitment process. How will you reconcile the internal and external sources of recruitment?

2. What do you mean by the importance of executive development? Analyse the process involved in the designing and development programmes?

OR

Describe compensation and its various modes? What do you understand by fringe benefits? What are its essential features?

3. Attempt any two questions in not more than 150 words. Each question is of 3 marks.
 - (A) Explain the characteristics and objects of Trade Union
 - (B) What do you mean by “Discipline”? State its major characteristics and objectives.
 - (C) Discuss the recent trends or emerging issues in HRM?
 - (D) Explain various on the job and off the job training methods.

Internal Assignment -I
BBA-09
Cost and Management Accounting

Max.Marks 20

Note: Attempt all the question. Question 1 & 2 carry 7 marks. Both questions have internal choice. Question number 3 has four short answer questions. Out of these you are required to answer any two questions. Question 3 carries 6 marks.

Note : Answer the following question in 500 words .

1. Discuss the characteristics of an ideal system of Cost Accounting and differentiate between cost accounting and financial accounting.

OR

Prepare a stores Ledger account from the following transactions assuming that the issue of stores have been priced on the principle of “last-in-first-out” & “First-in-first-out” also.2011

Jan. 1	Received	1,000 units at Rs. 20 per unit
Jan. 10	Received	260 units at Rs. 21 per unit
Jan. 20	Issued	700 units
Feb. 4	Received	400 units at Rs. 23 per unit
Feb. 21	Received	300 units at Rs. 25 per unit
Mar. 16	Issued	620 units
Apl. 12	Issued	240 units
May 10	Received	500 units at Rs. 22 per unit
May 25	Issued	380 units

2. What do you know by the term ‘Standard’, ‘Standard Cost’ and ‘Standard Costing’? Explain the advantages and disadvantages.

OR

A Contractor, who prepared his accounts on 31st March each year, commenced a contract No. 119 on 1st July, 2009. The information at 31st March, 2010 are as under:

Materials charged out to site	2,51,000
Labour	5,65,600
Foreman	81,300

A machine costing Rs. 2,60,000 has been on the site for 146 days. Its working life is estimated at 7 years and its final scrap value at Rs. 15,000. A supervisor, who is paid Rs. 8,000 per month, has devoted approximately one half of his time to this contract. All other expenses and administration amount to Rs. 1,36,500. Material in hand at site on 31st March, 2010 cost Rs. 35,400. The contract price is Rs. 20,00,000. On 31st March, 2010 two-third of the contract was completed; architect’s certificates had been issued covering 50% of the contract price and Rs. 7,50,000 had so far been paid. On account and state how much profit or loss should be included in financial accounts to 31st March, 2010.

3. Attempt any two questions in not more than 150 words. Each question is of 3 marks.
(A) Explain how under absorption and over absorption are treated in cost accounts.
(B) Discuss the various step involved in activity based costing.
(C) Explain the term ‘Management Accounting’ and state its objectives and functions.
(D) What do you understand by ‘C-V-P analysis’? Explain its importance.

Internal Assignment -II
BBA-09
Cost and Management Accounting

Max.Marks 20

Note: Attempt all the question. Question 1 & 2 carry 7 marks. Both questions have internal choice. Question number 3 has four short answer questions. Out of these you are required to answer any two questions. Question 3 carries 6 marks.

Note : Answer the following question in 500 words .

1. From the following particulars of a manufacturing firm, prepare a statement showing:

- (a) Cost of materials consumed
- (b) Works cost
- (c) Cost of production
- (d) Percentage of works overhead to productive wages
- (e) Percentage of general overhead to works cost

	Rs.
Stock of materials on January 1, 2008	40,000
Purchase of raw materials in January, 2008	11,00,000
Stock of finished goods on 1-1-2008	50,000
Productive wages	5,00,000
Finished goods sold	24,00,000
Works overhead charges	1,50,000
Office and general expenses	1,00,000
Stock of materials on 31-1-2008	1,40,000
Stock of finished goods on 31-1-2008	60,000

OR

A worker takes 9 hours to complete a job on daily wages and 6 hours on scheme of payment by result. His wage rate is Rs. 1.50 an hour, the material cost of the product is Rs. 8 and the overhead is 150% of total direct wages. Calculate the factory cost of the product under following plans.

- (a) Piecework Plan,
 - (b) Halsey Plan, and
 - (c) Rowan Plan
2. Write short notes on:-
- a) Valuation of work-in-progress.
 - b) Valuation of finished goods.
 - c) Production Account
 - d) Direct and Indirect Expenses.

OR

A product passes through three processes, A, B, and C. The normal wastage of each process is as follows : Process A-3% Process B-5% and Process C-8%.

The wastage of process A was sold at 0.25 p. per unit, that of process B at 0.50 p. per unit, and that of process C, at Re. 1 per unit. 10,000 units were issued to the Process A in the beginning of October 1998 at a cost of Re. 1 per unit. The other expenses were:

		Process A	Process B	Process C
Sundry materials	Rs. 1,000	Rs. 1,500	Rs. 500	
Labour	5,000	8,000	6,500	
Direct expenses	1,050	1,188	2,000	
Actual output (units)	9,500	9,100	8,100	

Prepare the Process accounts, assuming that there were no opening or closing stocks. Also give the Abnormal Wastage and the Abnormal Gain Accounts.

3. Attempt any two questions in not more than 150 words. Each question is of 3 marks.
- (A) “The purchase department is a profit centre” discuss.
- (B) Explain the classification of overheads according to variability, controllability, normalacy and functions.
- (C) A manufacturer buys certain equipment from outside suppliers at Rs. 30 per unit. Total annual needs are 800 units. The following further data are available
- | | |
|--|---------|
| Annual return on investment | 10% |
| Rent, Taxes, Insurance per unit per year | Rs. 1 |
| Cost of placing an order | Rs. 100 |
- Determine the economic order quantity.
- (D) What is ‘Variance Analysis’? Indicate its significance to the Management.

Internal Assignment -I
BBA-10
Banking and Insurance Management

Max.Marks 20

Note: Attempt all the question. Question 1 & 2 carry 7 marks. Both questions have internal choice. Question number 3 has four short answer questions. Out of these you are required to answer any two questions. Question 3 carries 6 marks.

Note : Answer the following question in 500 words .

1. 1. What do you understand by bank? What functions are executed by banks in modern world?
OR

What do you mean by “Credit Control”? What are the various methods of credit control by RBI?

2. Explain different types of bank accounts in detail.
OR

Describe the measures taken by Indian Government for effective functioning in insurance sector.

3. Attempt any two questions in not more than 150 words. Each question is of 3 marks.
(A) Enumerate the various types of marine insurance policies.
(B) Explain the functions of Commercial banks.
(C) Define advances and explain its types.
(D) What is merchant banking? Explain its Nature and characteristics.

Internal Assignment -II
BBA-10
Banking and Insurance Management

Max.Marks 20

Note: Attempt all the question. Question 1 & 2 carry 7 marks. Both questions have internal choice. Question number 3 has four short answer questions. Out of these you are required to answer any two questions. Question 3 carries 6 marks.

Note : Answer the following question in 500 words .

1. . Describe the structural and operational changes in Indian Banking System after Independence.

OR

Describe the management and functions of NABARD. What are the objectives of NABARD?

2. ‘Insurance is not to prevent risk, but to indemnify the losses arising from a certain risk’ Comment.

OR

What do you mean by Loans and Advances? How various deposits form the base of loans and advances?

3. Attempt any two questions in not more than 150 words. Each question is of 3 marks.

(A) What are the various functions of Reserve Bank of India?

(B) Explain in detail the various types of Negotiable Instrument

(C) Describe in brief the important principles of life insurance.

(D) Distinguish between fire insurance and life insurance.

Internal Assignment -I
BBA-11
Computer Applications in Management

Max.Marks 20

Note: Attempt all the question. Question 1 & 2 carry 7 marks. Both questions have internal choice. Question number 3 has four short answer questions. Out of these you are required to answer any two questions. Question 3 carries 6 marks.

Note : Answer the following question in 500 words .

1. Explain the Block diagram of computer in detail. And also explain the classification of computer in detail.

OR

What do you mean by Operating System? Explain various types of windows operating system.

2. What is Internet? What are its characteristics? Differentiate between Intranet & Extranet?

OR

Define Management Information Systems. Discuss the various types of Management Information Systems. What are the advantages and limitations of MIS?

3. Attempt any two questions in not more than 150 words. Each question is of 3 marks.
(A) 'DSS, MIS and KM are interrelated concepts' – write a detailed comment on it.
(B) Explain the different kinds of computer networking devices briefly?
(C) Write commands available in excel?
(D) Discuss the use of information for different levels of hierarchy in an organization.

Internal Assignment -II
BBA-11
Computer Applications in Management

Max.Marks 20

Note: Attempt all the question. Question 1 & 2 carry 7 marks. Both questions have internal choice. Question number 3 has four short answer questions. Out of these you are required to answer any two questions. Question 3 carries 6 marks.

Note : Answer the following question in 500 words .

1. List all types of application software and explain each in brief?

OR

What is a computer network? Define its components.

2. What are the different types of database management? What are the advantages of DBMS?

OR

How MIS can be understood? Enumerate its characteristics also.

3. Attempt any two questions in not more than 150 words. Each question is of 3 marks.
(A) Discuss the various approaches to MIS development.
(B) What do you mean by Information Technology Outsourcing? Support your answer with suitable examples.
(C) Write any 05 commands of MS-Word?
(D) What is MS PowerPoint? How you can create Slides in it

Internal Assignment -I
BBA-12
Entrepreneurship & Small Scale Businesses

Max.Marks 20

Note: Attempt all the question. Question 1 & 2 carry 7 marks. Both questions have internal choice. Question number 3 has four short answer questions. Out of these you are required to answer any two questions. Question 3 carries 6 marks.

Note : Answer the following question in 500 words .

1. “To study the entrepreneur is to study the main figure in economic activity”. Discuss the role of entrepreneurship in economic development of a country with reference to above statement.

OR

“The entrepreneur is more than a manager. He is an innovator and promoter as well”. Explain this statement and describe the various types of entrepreneur.

2. What do you mean by business ownership? What are the different forms of business ownership? Briefly outline the structure of ownership in these forms.

OR

Which are the government agencies established in India to support SME's ? Discuss their activities and role.

3. Attempt any two questions in not more than 150 words. Each question is of 3 marks.
(A) Explain how economic factors help in the growth of entrepreneurship in an economy?
(B) What do you mean by women entrepreneurship? Explain various social and political barriers in the path of women entrepreneurs.
(C) Explain the marketing problems of small scale units in India. What agencies have been set up at Central and State levels to offer marketing assistance?
(D) Define Export Promotion. Explain various levels of the Export Promotion in detail.

Internal Assignment -II
BBA-12
Entrepreneurship & Small Scale Businesses

Max.Marks 20

Note: Attempt all the question. Question 1 & 2 carry 7 marks. Both questions have internal choice. Question number 3 has four short answer questions. Out of these you are required to answer any two questions. Question 3 carries 6 marks.

Note : Answer the following question in 500 words .

1. Discuss theories of entrepreneurship and prove that “entrepreneurship is multi- dimensional concept.”

OR

What do you mean by an ‘Entrepreneur’? Describe the various characteristics and skill of an entrepreneur.

2. What do you understand by EDPs? Discuss and explain the need and objectives of EDP?

OR

Define business start up process. Discuss the types of environmental analysis.

3. Attempt any two questions in not more than 150 words. Each question is of 3 marks.
 - (A) Importance of Well-Conceived Business Plan
 - (B) Name the various institutions at national and state level available to assist small scale industries.
 - (C) Define and elaborate the concept of Intrapreneurship? Also explain the difference and similarities between Intrapreneur and entrepreneur.
 - (D) Explain the role of small scale industry in India.