

ILVA COMMERCE AND SCIENCE COLLEGE

Assignment based Examination- 2019-2020

Class: - B.B.A. V sem

Subject: - Advertising and Brand Management

MAX MARKS- 80

MIN MARKS-32

Note: - Attempt all Questions

Q 1) What is advertising agency? State and explain the functions of an advertising agency.

Q 2) What do you mean by advertising message? Explain objectives in creating a advertising message.

Q 3) What is DAGMAR approach? Under what circumstances is the “standard” (DAGMAR) hierarchy model most likely to hold?

Q 4) What is the effect of advertising in the evolving marketing environment?

Q 5) What is meant by Business of brand, Brand audit, Brand reality check and Brand appraisal?

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Assignment based Examination- 2019-2020

Class: - B.B.A. V sem

Subject: - Banking And Insurance

MAX MARKS- 80

MIN MARKS-32

Note: - Attempt all Questions

Q 1) Discuss recent developments in Banking.

Q 2) Write a short note on SLR and CRR.

Q 3) Write a short note on Third Party Insurance.

Q 4) Banks are Supposed to be engine of economy. Comment.

Q 5) Discuss the concept of risk. What are various types of risk? How are the financial risk managed with insurance?

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Assignment based Examination- 2019-2020

Class: - B.B.A. V sem

Subject: - Customer Relationship Management

MAX MARKS- 80

MIN MARKS-32

Note: - Attempt all Questions

Q 1) Discuss types of customer relationship management along with their purpose in business organization.

Q 2) What are the goals of customer relationship management? How the understanding of these goals can lead to better customer services.

Q 3) Briefly discuss the customer relationship management process model with the help of a diagram. Also give various steps involved in a customer relationship management process.

Q 4) What are 5 service quality dimensions and its determinants?

Q 5) Explain the step by step process of customer relationship management implementation?

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Assignment base Examination- 2019-2020

Class: - B.B.A. V sem

Subject: - Human Resource Development

MAX MARKS- 80

MIN MARKS-32

Note: - Attempt all Questions

Q 1) What are the challenges that HRD faces in today's competitive environment?

Q 2) Discuss the role of HRD Audit and Business Improvement to make it more effective.

Q 3) HRD Audit plays a pivotal role in Business Improvement. Discuss the statement in reference to career Management and Development process of an Organization.

Q 4) Mention the HRD departmental structure of a garment unit. Also discuss HRM function implemented for its better functioning.

Q 5) Write short note on Mentoring at Work Place.

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Assignment based Examination- 2019-2020

Class: - B.B.A. V sem

Subject: - Indian Financial System

MAX MARKS- 80

MIN MARKS-32

Note: - Attempt all Questions

Q 1) What do you understand by financial systems? What are its functions?

Q 2) What do you mean by term derivatives? Explain the some main features of derivative contract.

Q 3) What are the objectives of mutual funds? State the benefits of mutual funds.

Q 4) Write short notes on any two of the following:

(A) LIC

(B) UTI

(C) ICICI

Q 5) Discuss the role and importance of financial institutions in the economy.

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Assignment based Examination- 2019-2020

Class: - B.B.A. V sem

Subject: - Industrial Relations

MAX MARKS- 80

MIN MARKS-32

Note: - Attempt all Questions

Q 1) You are the key person appointed to help the existing Trade Union in your company. How will you assist the TU to get registered?

Q 2) Write short note on Emerging changes in Trade Unions.

Q 3) Write short note on Court of Inquiry.

Q 4) Describe the procedure and provisions for 'Adjudication' when industrial disputes become inevitable.

Q 5) Write note on Joint Management Council.

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Assignment based Examination- 2019-2020

Class: - B.B.A. V sem

Subject: - Project Management

MAX MARKS- 80

MIN MARKS-32

Note: - Attempt all Questions

Q 1) Differentiate between PERT and CPM.

Q 2) What is Project Crashing? Discuss its procedure in detail with the help of the suitable example.

Q 3) Briefly describe the methods of Demand Forecasting.

Q 4) How does Projecting Management vary from Operations Management?

Q 5) What factors are considered during decision regarding capital structure of a Project?

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Assignment based Examination- 2019-2020

Class: - B.B.A. V sem

Subject: - Research Methodology

MAX MARKS- 80

MIN MARKS-32

Note: - Attempt all Questions

Q 1) What is the meaning of Business Research/ Explain important applications of Research in Business.

Q 2) Explain the types and formulation of Hypothesis with suitable examples.

Q 3) Briefly explain different types of research design.

Q 4) Discuss in detail use of Chi – Square test in Business research.

Q 5) “scaling describe the procedure by which numbers are assigned to various degrees of opinion, attitude and other concept.” Discuss

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Assignment based Examination- 2019-2020

Class: - B.B.A. V sem

Subject: - Sales and Distribution Management

MAX MARKS- 80

MIN MARKS-32

Note: - Attempt all Questions

Q 1) Explain personal selling process and discuss probing process.

Q 2) Define sales forecasting. Discuss its importance in a marketing organization. Also state its limitations.

Q 3) Design a sales training Program, also discuss in brief various training methods.

Q 4) What are the factors which influence sales promotions growth?

Q 5) What are the types of distribution channels which are utilized for the following product? Give justification for your answers.

(A) Branded packed Pasteurized Milk. (B) Computer hardware (C) Photocopy machine

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Assignment based Examination- 2019-2020

Class: - B.B.A. V sem

Subject: - Working Capital Management

MAX MARKS- 80

MIN MARKS-32

Note: - Attempt all Questions

Q 1) What are the objectives of cash Management? What are the factors affecting cash need of a firm?

Q 2) What is the need for Holding Inventory? Discuss any one technique in detail.

Q 3) What do you mean by Credit Policy? Explain its components of Credit Policy. What are the benefits and disadvantages of having Liberal Credit Policy?

Q 4) Explain the different sources of Working Capital Finance. What is the risk return tradeoffs involved in choosing a mix of short and long term Financing of Working Capital?

Q 5) What are the determinants of size of investment in receivables? What system of control would you suggest to keep this within reasonable limits?