

Bachelor of Business Administration – BBA Semester 2
Subject Code – BBA 201
Subject Name – Research methods
2 Credits
Assignment (30 Marks)

Instructions: Answer all questions

EACH QUESTION CARRIES 10 MARKS: TOTAL : 30marks

- 1a) How a research problem is formulated?
- b) Choosing an appropriate researchable problem from a list of recognized problem requires the evaluation of each option against certain criteria. Discuss.
- 2a) differentiate between descriptive research and explorative research with relevant examples.
- b) What steps followed in a research design?
- 3a) Differentiate between independent and dependent variable
- b) Explain the sampling technique used in research.

***** All the Best *****

Bachelor of Business Administration – BBA Semester 2
Subject Code – BBA 202
Subject Name – BUSINESS STRATEGY
2 Credits
Assignment (30 Marks)

Note: Each question carries 10 Marks. Answer all the questions.

Q.1 Explain the basic features of a business strategy.(4 marks).

With relevant examples highlight the broad divisions in business strategy open to modern businesses. (6 marks)

Q.2 a. Justify the relevancy of strategic Management to modern business. (6 marks)

b. Describe the possible causes of failure in strategic management. (4 marks)

Q.3 With relevant examples discuss the strategic management process (7 marks)

Differentiate between Strategic management and Operational management (3 marks)

Bachelor of Business Administration – BBA Semester 2
Subject Code – BBA 203
Subject Name – Financial Accounting
4 Credits
Assignment (60 Marks)

Attempt all the Questions:

1. What do you mean by accounting concepts and conventions? Discuss the various concepts and conventions. (10 Marks)
2. Define the accounting cycle? What are the steps in accounting cycle? Explain briefly. (7 Marks)
3. The following transactions extracted from the books of PLC Company Ltd. Prepare journal entries, general ledger and prepare Trial Balance. (12 Marks)
 - (a) Commenced business with Rs. 50,000
 - (b) Goods purchased for cash Rs. 30,000
 - (c) Paid freight Rs. 3,000
 - (d) Paid for stationary Rs. 4,000
 - (e) Paid for rent Rs. 2,000
 - (f) Goods sold to Mr. Ram Mohan on credit Rs. 10,000
 - (g) Cash received from Mr. Ram Mohan 30,800 allowed him discount 1,200
 - (h) Commission received Rs. 2,000
 - (i) Paid premium Rs. 8,000
 - (j) Paid for salaries 2,000
4. What is the procedure for rectification of an error? Rectify the following errors. (10 marks)
 - (a) Cash received from Dr. Jen Rs, 30,000 was debited to his account.
 - (b) Purchase account undercast by Rs. 20,000
 - (c) Sales account undercast by Rs. 15,000
 - (d) Purchase account overcast by Rs. 12,000
 - (e) Cash received from A posted to B's account Rs. 14,000
5. Find out the values of the following, by applying accounting equation individually: (15 Marks)
 - a) If the total assets are Rs. 43,500 and the liabilities are Rs. 23,500, find out the amount of capital.
 - b) If the capital of proprietor is Rs. 200,000 and the total assets are Rs. 300,000. What is the amount of liabilities to outsiders?
 - c) If creditors are Rs.28,000, bank overdraft is 50,000 and outstanding expenses are Rs. 4,000. What is the total amount of assets?
6. Fixed assets are Rs.35,000 and current assets are Rs. 50,000 and the creditors are Rs. 15,000. What is the capital? Write short notes on: (6 Marks => 2 Marks each)
 - (a) Real account
 - (b) Nominal account
 - (c) Rules of debit and credit

Bachelor of Business Administration – BBA Semester 2

Subject Code –BBA204

Subject Name – Marketing Management

4 Credits

Assignment (60 Marks)

Note: Each question carries 10 Marks. Answer all the questions.

Q.1 What is marketing? Several competing marketing concepts such as the Selling concept, Production concept and Product concept exist. Explain each of them and show the applicability of the Marketing concepts in the organization. **[10 Marks]**

Q.2 Describe the main components of the traditional marketing mix. Using relevant local examples, describe the importance of the marketing mix in marketing decisions making. **[10 Marks]**

Q.3 Discuss the steps involved in developing a strategic marketing plan. **[10 Marks]**

Q.4 Using relevant examples, show the difference between product mix and product line. Discuss the relevance of branding to an organization seeking to grow its business. **[10 Marks]**

Q.5 Describe the various ways a company may use price as a tool to achieve competitive advantage in the market. Discuss the Internal factors affecting pricing decisions in an organization **[10 Marks]**

Q.6 The Internet has given today's companies a new set of capabilities. Among those capabilities is the ability to operate Online Marketing. Describe how a company can implement on-line marketing and explain the benefits of online marketing to organizations. **[10 Marks]**

Bachelor of Business Administration – BBA Semester 2

Subject Code –BBA205

Subject Name –Management Information Systems

4 Credits

Assignment (60 Marks)

1. Explain in detail the various roles of Information systems in Business **(12 Marks)**
2. What are Decision support systems? What are the components of a Decision support system?
What are its benefits to a manager? **(10Marks)**
3. What are the various levels of Information systems ? Give examples of Information systems at various levels . **(8 marks)**
4. What is Business Process Reengineering? What is its significance? What are the various ways to improve a process? **(8 Marks)**
5. What is meant by feasibility study? What are the various dimensions of a feasibility study? **(6 Marks)**
6. Write notes on Centralized vs. Decentralized organization of MIS. **(5 Marks)**
7. What is ERP? What are the advantages and disadvantages of ERP? **(6 Marks)**
8. What are Expert Systems? What are the applications of Expert Systems in Business? **(5 Marks)**