

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY
Maniram Dewan School of Management



HOME ASSIGNMENT FOR BACHELOR IN BUSINESS ADMINISTRATION
SIXTH SEMESTER, 2020

Finance/HRM/Marketing Specialisation

N.B: The learners will have to collect receipt after submitting the assignment with the signature and seal of the collector of study centre and will have to keep with him/her till the declaration of result.

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Receipt

Received the assignment from Mr/MsEnrollment number
.....of **6th Semester, 2020 BBA** on2020.

Date:

Signature of collector with seal

FINANCE SPECIALISATION



KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY
Maniram Dewan School of Professional Studies
Home Assignment
Bachelor in Business Administration (BBA)
Indian Financial Systems, BBA (S6) 03
6th Semester, 2020

Total Marks 50

Assignments are required to be written in your own language, copying in toto from the learning material will carry less score.

- A. Answer the following questions within 50 words. 2×3 =6
Q 1: Define capital market?
Q 2: What do you understand by Money Market?
Q 3: Define depository participant.
- B. Answer the following questions within 75 words. 4×3=12
Q1. What are the benefits of demat account?
Q2. Distinguish between money market and capital market.
Q3. Write short notes on Treasury Bills
- C. Answer the following questions within 150 words. 6×2=12
Q1. Discuss in detail the functions performed by the financial system.
Q2. Discuss the different Money Market instruments?
- D. Answer the following questions within 300 words. 10×2=20
Q1. Discuss how financial system helps in the economic development of a country.
Q2. What do mean by financial system? Briefly discuss the component of Indian financial system.



KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY
Maniram Dewan School of Professional Studies
Home Assignment
Bachelor in Business Administration (BBA)
Rural Development and Rural Finance, BBA (S6) 04
6th Semester, 2020

Total Marks 50

Assignments are required to be written in your own language, copying in toto from the learning material will carry less score.

- A. Answer the following questions within 50 words. 2×3 =6
Q 1: State the concept of rural development.
Q 2: Write two consequences of Rural Indebtedness.
Q 3: State the concept of community development.
- B. Answer the following questions within 75 words. 3×4=12
Q1. Discuss any four causes of rural backwardness.
Q2. Discuss the role of NGOs in rural finance.
Q3. Discuss the functions of NABARD.
- C. Answer the following questions within 150 words. 6×2=12
Q1. State three functions of Regional Rural Bank.
Q2. What is Corporative Bank? Discuss the advantages of Cooperative banks.
- D. Answer te following questions within 300 words. 10×2=20
Q1. Discuss the approaches to Rural Development in India.
Q2. Discuss the role of Cottage industry in Indian economy.

HRM SPECIALISATION



KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Maniram Dewan School of Professional Studies

Home Assignment

Bachelor in Business Administration (BBA)

Organizational Development, BBA (S6) 03

6th Semester, 2020

Total Marks 50

Assignments are required to be written in your own language, copying in toto from the learning material will carry less score.

- A. Answer the following questions within 50 words. 2×4 =6
Q 1: Define organization
Q 2: Who is a Change Agent.
Q 3: Define Organization culture
- B. Answer the following questions within 75 words. 4×3=12
Q1. What is Resistance to Change?
Q2. What do you understand by team?
Q3. How coaching and mentoring helps an employee?
- C. Answer the following questions within 150 words. 6×2=12
Q1. How can Resistance to Change are managed. Explain in details.
Q2. Explain the external and internal forces of change.
- D. Answer the following questions within 300 words. 10×2=20
Q1. What is “T-Group”? Discuss the basic objectives of T-group. How is T-group used to improve the effectiveness of the organization?
Q2. Explain the positive model of change. How is it different from Lewin’s change model and action research model?



KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Maniram Dewan School of Professional Studies

Home Assignment

Bachelor in Business Administration (BBA)

Industrial Relations, BBA (S6) 04

6th Semester, 2020

Total Marks 50

Assignments are required to be written in your own language, copying in toto from the learning material will carry less score.

- A. Answer the following questions within 50 words. 2×3=6
Q 1: Define Industrial Relations.
Q 2: What is Trade Union ?
Q 3: Define Lock out?
- B. Answer the following questions within 75 words. 4×3=12
Q1. Discuss the objectives of WPM in India.
Q2. Explain the different types of industrial disputes.
Q3. State the objectives of ILO as contained in its Constitution.
- C. Answer the following questions within 150 words. 6×2=12
Q1. Concept and process of Technological Change.
Q2. Mention the five core steps of the collective bargaining process.
- D. Answer the following questions within 300 words. 10×2=20
Q1. Explain the composition and functioning of Bipartite and Tripartite bodies for settlement of Industrial Disputes.
Q2. Explain the process of collective bargaining.

MARKETING SPECIALISATION



KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY
Maniram Dewan School of Professional Studies
Home Assignment
Bachelor in Business Administration (BBA)
Advertising and Promotion Strategy, BBA (S6) 03
6th Semester, 2020

Total Marks 50

Assignments are required to be written in your own language, copying in toto from the learning material will carry less score.

- A. Answer the following questions within 50 words. 2×3=6
Q 1: Define Advertising.
Q 2: Define Direct marketing.
Q 3: State why copy testing is important.
- B. Answer the following questions within 75 words. 3×4=12
Q1. Explain the DAGMAR approach.
Q2. Discuss the barriers of effective communication.
Q3. Discuss the advantages and disadvantages of Print advertising.
- C. Answer the following questions within 150 words. 6×2=12
Q1. Discuss the role of advertising as an element of marketing mix.
Q2. What are the major functions of advertising agency?
- D. Answer the following questions within 300 words. 10×2=20
Q1. Discuss the factors which influences promotional mixes and strategies.
Q2. Explain the Broadcast media of Advertising with example.



KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Maniram Dewan School of Professional Studies

Home Assignment

Bachelor in Business Administration (BBA)

Consumer Behaviour, BBA (S6) 04

6th Semester, 2020

Total Marks 50

Assignments are required to be written in your own language, copying in toto from the learning material will carry less score.

- A. Answer the following questions within 50 words. 2×3=6
Q 1: What is Organisational Consumer?
Q 2: Define formal and informal group.
Q 3: State the concept of Attitude.
- B. Answer the following questions within 75 words. 3×4=12
Q1. Write a short note on Cognitive learning theory.
Q2. State the different theories of Personality.
Q3. Explain in brief the instrumental conditioning of learning.
- C. Answer the following questions within 150 words. 6×2=12
Q1. Discuss the application of consumer behaviour in marketing.
Q2. Discuss the adoption process of consumers for new product.
- D. Answer the following questions within 300 words. 10×2=20
Q1. Discuss how Trait Theory of Personality influences in Consumer Behaviour.
Q2. Discuss the modern purchasing activities in organisational buying