

सत्रीय कार्य / Assignment Work – 2014-15

BBA & BBM Final Year

Max Marks – 30

Min Marks-12

निर्देश : सत्रीय कार्य के प्रत्येक विषय में कुल 30 अंक हैं। सभी प्रश्नों के अंक समान होंगे। सभी प्रश्न हल कीजिए। (Assignment Work of each paper carries 30 Marks. All questions carry equal marks. Attempt all questions.)

Paper – I (Supply Chain Management)

1. Discuss the role of warehousing in supply chain management.
2. What is the role of Internet in revolutionizing supply chain concepts?
3. What is modal competition?
4. Explain the concept of finished goods supply chain.
5. What are the parameters of Purchasing?
- 6.

Paper – II (Production Planning and Control)

1. Explain various steps of Production Planning and Control.
2. Explain in detail aggregate planning.
3. What is Six Sigma? Explain its importance in today's competitive world.
4. What are the various reasons because of which companies pay so much importance on maintaining their inventories?
5. Explain the various advantages and disadvantages of Product Oriented Layout.

Paper – III (Marketing Management)

1. What do you mean by Target Marketing? Why target market is important to market segmentation?
2. Explain the concept of Branding.
3. Write short notes on:
(i) Cost-plus Approach of Pricing; (ii) New Product Failure;
(iii) Importance of Marketing; (iv) Principles of Personal Selling
4. Explain wholesaling and Retailing in detail and list out the differences between them.
5. Discuss the applications of consumer behaviour.

Paper – IV (Material Management)

1. Explain the various functions of Material Management.
2. What do you mean by Operation Management?
3. What is maintenance management?
4. What is the importance of MRP in organizations?
5. What is the process of disposing of wastes?

Paper – V (Quality Management)

1. Explain Pareto's Analysis.
2. What is Customer Relationship Management (CRM)? Explain in detail.
3. What is working capital management? Explain.
4. How can productivity be improved through the job shop mechanism?
5. Explain 'Just in Time' (JIT) strategy in detail.

Paper – VI (Logistics Management)

1. Explain the significance of various types of logistics.
2. Explain Enterprise Resource Planning (ERP) in detail.
3. What is third party logistics?
4. Write short notes on: (i) Procurement Process; and (ii) Packaging Cost.
5. What are the key elements of Total Quality Management (TQM)?