

सत्रीय कार्य / Assignment Work – 2014-15

BBA & BBM Second 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 (Management of Financial Services)

1. Explain the concept of Banking in India.
2. Explain the considerations involved in managing people.
3. Explain Ratio Analysis. What are the advantages and disadvantages of Ratio Analysis?
4. Describe various types of risks in brief.
5. Define the term Dividend Policy. Explain forms and objectives of Dividend Policy.

Paper – II (Corporate Business Law)

1. What are the essential elements of a Valid Contract?
2. Define Contract of Sale. What are its essential elements?
3. Write short notes on: (i) Different kinds of Bills; (ii) Share Capital; and (iii) Essential Elements of a Bailment.
4. Define Agency. Explain different kinds of Agent.
5. Write short notes on: (i) Employees' Provident Fund Scheme (1952); and (ii) Consumer Protection Act; and (iii) Modes of dissolution of a Firm.

Paper – III (Rural Marketing)

1. What are the nature and characteristic features of the Indian rural market?
2. Write short notes on: (i) Market segmentation in Rural Market; (ii) Rural Pricing Strategies; (iii) Rural Retailer Behaviour.
3. What was the scene of Indian Agriculture at the time of Independence?
4. Comment on the changing scenario of fertilizer marketing in India.
5. Explain the process of formation of Cooperative societies.

Paper – IV (Service Marketing)

1. Discuss the characteristics of Services.
2. Write an essay on Service Blueprint discussing its usefulness.
3. Discuss different Service Pricing Strategy and their importance.
4. What is the importance of customer life cycle?
5. What are the different alternative ways for a service firm to enter in international market and what are the barriers in it?

Paper – V (Risk and Insurance Management)

1. Discuss in detail the risk management information system.
2. Explain different types of corporate risk management.
3. Define life insurance and general principle of life insurance.
4. Discuss in detail the settlement of claim.
5. Describe Burglary insurance and Electronic Equipment insurance (EEI) in detail.

Paper – VI (Security Analysis and Portfolio Management)

1. Write short notes on: (i) Investment Companies; (ii) DRIPS; and (iii) Market Efficiency.
2. What are the various measures taken under analysis of Financial Statements?
3. Explain the various theories of portfolio management.
4. What is the importance of CAPM model?
5. What is the difference between funds flow statement and cash flow statement?

Paper – VII (Business Policy and Strategy)

1. What is Market Segmentation? Explain different levels of Market Segmentation.
2. What do you mean by Packaging? Explain in detail.
3. Discuss Price Modification Strategies.
4. Explain different functions of a Distribution Channel?
5. Why study of consumer behaviour is important for the organization?

Paper – VIII (Organizational Behaviour)

1. What do you mean by Learning? Explain the chief characteristics of learning.
2. What are the different models of Emotional Intelligence?
3. Write short notes on: (i) Traits theory; (ii) Types of Communication; and (iii) Positional Power.
4. Describe various Strategies for Overcoming Resistance to Change.
5. Explain the concept of Stress Management?