

सत्रीय कार्य / Assignment Work – 2021-22

BBA Final Year

Max Marks – 30

Min Marks - 10

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. What are supply chain network designs? Explain factors affecting supply chain network?
2. What is the role of Internet in revolutionizing supply chain concepts?
3. Discuss the layers of Revenue Management.
4. Explain the concept of finished goods supply chain.
5. Explain the parameters and procedure of Purchasing?

Paper – II (Production Planning and Control)

1. Explain various steps of Production Planning and Control.
2. What are the various types of process layouts? Explain their advantages and disadvantages.
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. What are job shops and what is their importance? Write the various factors associated with job shops.

Paper – III (Marketing Management)

1. What do you mean by the term "Market"? What are the functions of Marketing?
2. What are the general factors affecting the pricing decisions?
3. Write short notes on: (i) Distribution Intensity; (ii) New Product Failure; (iii) Importance of Sale Promotion; and (iv) Principles of Personal Selling.
4. Explain wholesaling and Retailing in detail and list out the differences between them.
5. Explain the concept of Consumer Behaviour. Also, discuss the applications of consumer behaviour.

Paper – IV (Material Management)

1. Explain the various functions and advantages of Material Management.
2. What do you mean by Operations Management? Explain.
3. What are the various uses of inventory management software?
4. What is the importance of MRP in organizations?
5. Explain store system and procedure. What is the process of disposing of wastes?

Paper – V (Quality Management)

1. What do you understand by quality management? Explain Pareto's Analysis.
2. What is Customer Relationship Management (CRM)? Explain in detail.
3. Define Enterprise Resource Planning (ERP). What are the advantages and disadvantages of ERP?
4. How can productivity be improved through the job shop mechanism?
5. What is Total Quality Management (TQM)? What are the key elements of TQM process?

Paper – VI (Logistics Management)

1. Explain the significance of various types of logistics.
2. What is the importance of Transportation? Explain the gravity model of transportation.
3. What is third party logistics?
4. Write short notes on: (i) Statistical Process Control; (ii) Packaging Cost; and (iii) Types of warehouse.
5. What is Revenue Management? Explain the process of Revenue Management in detail.