

## **Program: BBA - Semester-VI**

### **Code No. 636**

#### **Project Management**

##### **Assignment No.1**

What do you mean by the term project management? Explain various types of the project.

##### **Assignment No.2**

Elaborate a Technical Analysis in detail.

##### **Assignment No.3**

How the project can be appraised in terms of financial analysis?

### **Code No. 637**

#### **Business Policy and Strategy**

##### **Assignment No.1**

Discuss the nature, importance and objectives of business policy.

##### **Assignment No.2**

What are the different types of business strategies? Discuss focus strategy.

##### **Assignment No.3**

Write short notes on any two of the following.

- a) Evaluating business strategies
- b) Environmental Analysis
- c) Corporate Philosophy

### **Code No. 638**

#### **International Business**

##### **Assignment No.1**

What is International Business? Differentiate between domestic & International Business.

##### **Assignment No.2**

Discuss merits and demerits of Globalisation.

##### **Assignment No.3**

Explain the following documents used in international trade.

- A) International HRM B) MNC and TNC C) WTO

## **Code No. 639**

### **E-Business Application**

#### **Assignment No.1**

Define e-commerce. Explain advantages and disadvantages of e-commerce.

#### **Assignment No.2**

Explain the client - server network security threats.

#### **Assignment No.3**

Write short notes on any two

- a) Information superhighway
- b) E-auction
- c) HTTP

## **Code No. 640**

### **Training and Development E-III (HR)**

#### **Assignment No.1**

What is Training? Explain the process of Training

#### **Assignment No.2**

Explain in detail the advantages of Training and Development for today's organization.

#### **Assignment No.3**

Write short notes on any two of the following.

- a) Training Records
- b) Barriers to Training Programme
- c) Learning Needs

## **Code No. 641**

### **Performance Appraisal System E-IV (HR)**

#### **Assignment No.1**

Explain the process of performance appraisal. What are the prerequisites for deciding the performance criteria?

#### **Assignment No.2**

Describe the elements of performance support system.

#### **Assignment No.3**

Write short notes on any two

- a) Assessment Centre
- b) Performance Counseling
- c) Training of support staff

**Code No. 640**

**Basics of International Finance E-III (International Business)**

**Assignment No.1**

Explain various sources of Export Finance.

**Assignment No.2**

Show with flow chart mechanism of Documentary Credit.

Or

What do you mean by balance of payment? Explain various causes of disequilibrium in balance of payment.

**Assignment No.3**

Write short notes on any two

- a) GDR
- b) Bill of Exchange
- c) IMF

**Code No. 641**

**Fundamentals of International Economics E-IV (International Business)**

**Assignment No.1**

Explain benefits of international trade.

**Assignment No.2**

Critically evaluate Fixed and floating exchange rates systems.

Or

Explain different theories of international trade.

**Assignment No.3**

Write short notes on any two

- a) Leontief Paradox
- b) Devaluation of the currency
- c) Source of Export Finance

**Code No. 640**

**Advertising and Sales Promotion E-III (MM)**

**Assignment No.1**

Define advertising. Explain need and objectives of advertising.

**Assignment No.2**

What is meant by 'Media Planning'? Explain the process of media planning with suitable examples.

### **Assignment No.3**

Write a short note on any two:

- a) Objections to advertising
- b) Advertising and Publicity
- c) Out door media

### **Code No. 641**

#### **Creative Selling E-IV (MM)**

##### **Assignment No.1**

What is e-selling? Is it superior or popular than that of traditional methods of selling?

##### **Assignment No.2**

Explain different methods of 'Handling consumer objections by citing example.

##### **Assignment No.3**

Write short notes on any two

- a) Personal Selling Process
- b) After Sales Service (ASS)
- c) Types of Salesman
- d) A-I-D-A-S Formula

### **Code No. 640**

#### **Elements of Corporate Finance E-III (Fin)**

##### **Assignment No-1**

What is Financial Planning? Explain the various steps in Financial Planning.

##### **Assignment No-2**

Define securities. Explain the various types of securities with relevant examples.

##### **Assignment No-3**

Write short notes on any two

- a) Over Trading
- b) Classification of Bonds
- c) Terms and condition for Capital Issue
- d) Rights of Stock Holders

**Code No. 641**

**Fundamentals of International Finance E-IV (Fin)**

**Assignment No-1**

Define “International Finance”. Discuss nature and scope of International Finance.

**Assignment No-2**

Define ‘Fixed Exchange Rate System’. Explain the reasons of collapse of Fixed Exchange rate system.

**Assignment No-3**

Write short note on following

- a) Balance of Payment
- b) GDR & ADR
- c) Concept of Euro.
- d) Formation of regional blocks