

**DEV BHOOMI GROUP, SAHARANPUR**

**DEPARTMENT OF MANAGEMENT**

**ASSIGNMENT QUESTIONS - UNIT I**

S.NO	SUBJECT	SUBJECT CODE	TEACHER NAME	COURSE	SEM/ YEAR	UNIT	DOA	DOS	QUESTION 1	QUESTION 2
1	FUNDAMENTAS OF MANAGEMENT	BBA - 101	Prerna Phawa	BBA	1	1			EXPLAIN THE OBJECTIVES OF MANAGEMENT.	DEFINE THE CONTRIBUTION OF TAYLOR IN THE MANAGEMENT.
2	ORGANISATIONAL BEHAVIOR	BBA - 102	Lehri Singh Chouhan	BBA	1	1			WHAT IS ORGANIZATION GOALS? EXPLAIN	EXPLAIN THE SCOPE OF ORGANIZATION BEHAVIOUR
3	MANAGERIAL ECONOMICS	BBA -103	Kirti Mittal	BBA	1	1			EXPLAIN MICRO AND MACRO ECONOMICS	DEFINE THE SCOPE OF MANAGERIAL ECONOMICS
4	ACCOUNTING AND FINANCIAL ANALYSIS	BBA- 104	Vikas Chabra	BBA	1	1			EXPLAIN CONVENTIONS OF ACCOUNTING	EXPLAIN ACCOUNTING STANDARD
5	BUSINESS LAW	BBA- 105	Himani Kathuriya	BBA	1	1			DEFINE THE CONCEPT OF FREE CONSENT.	DEFINE THE MODES OF DISCHARGE OF CONTRACT.
6	BUSINESS ORGANIZATION	BBA-106	Mohd Firoz	BBA	1	1			EXPALIN THE OBJECTIVES OF BO	EXPLAIN THE DIFFERENCE B/W BUSINESS AND PROFESSION
7	ADVERTISING MANAGEMENT	BBA-301	Aman Jindal	BBA	3	1			DEFINE THE ROLE OF ADVERTISING.	EXPLAIN THE TYPES OF ADVERTISING.
8	TEAM BUILDING & LEADERSHIP	BBA-302	Apurva Singh	BBA	3	1			DEFINE THE DIFFERENCE BETWEEN GROUPS AND TEAMS.	WHAT IS VIRTUAL TEAMS ? EXPLAIN IT.
9	INDIAN ECONOMY	BBA-303	Mohd Firoz	BBA	3	1			EXPALIN THE CHARACTERISTICS OF INDIAN ECONOMY.	AFFACT THE ECONOMIC DEVELOPMENT.
10	CUSTOMER RELATIONSHIP MANAGEMENT	BBA-304	Prerna Phawa	BBA	3	1			WHAT IS MIS & TOOL OF MIS.	EXPLAIN THE ROLE & IMPACT OF MIS.
11	MANAGEMENT INFORMATION SYSTEM	BBA-305	Anu	BBA	3	1			WHAT DO YOU UNDERSTAND BY AGRICULTURE INCOME ?	WHAT IS TAX AVOIDANCE ? EXPLAIN IT.
12	INCOME TAX LAWS & PRACTICES	BBA-306	Himani Kathuriya	BBA	3	1			WHAT IS RATIO ? EXPLAIN ITS TYPES WITH EXAMPLE	WHAT IS PROPORTION ? EXPLAIN ITS TYPES WITH EXAMPLE
13	ARITHMETIC APTITUDE	BBA-501	Anshul Pundir	BBA	5	1			DEFINE THE EMOTIONAL AND LOGICAL REASONING.	DEFINE THE EMOTIONAL AND LOGICAL REASONING.
14	APTITUDE REASONING	BBA-502	Ajay Kumar	BBA	5	1			DEFINE THE EMOTIONAL AND LOGICAL REASONING.	DEFINE THE EMOTIONAL AND LOGICAL REASONING.
15	GENERAL BUSINESS AWARENESS	BBA-503	Sakshi Garg	BBA	5	1			WITH THEIR CHAIR PERSON , CEO AND LOGO OF COMPANY	AND ESTABLISHMENT YEAR OF INTERNATIONAL ORGANIZATION
16	GENERAL ENGLISH	BBA-504	Sakshi Garg	BBA	5	1			PREPARE THE LIST OF MISSPELLED WORDS.	WHAT IS CLOZE TEST ? EXPLAIN IT.

17	RURAL MARKETING	BBA-M1	Prerna Phawa	BBA	5	1			DEFINE INDIAN RURAL MARKETING ENVIRONMENT	DEFINE EXPENDITURE PATTERN IN RM
18	SERVICE MARKETING	BBA-M2	Aman Jindal	BBA	5	1			DEFINE THE MARKETING ENVIRONMENT.	EXPLAIN THE CHALLENGES IN SERVICE MARKETING.
19	CORPORATE TAX	BBA-F1	Gulnawaz	BBA	5	1			DEFINE THE INCOME TAX ACT 1961.	EXPLAIN THE CLASSIFICATION OF TAX.
20	FINANCIAL INSTITUTION & INVESTMENT MANAGEMENT	BBA-F2	Sakshi Garg	BBA	5	1			DEFINE THE INCOME TAX ACT 1961.	EXPLAIN THE CLASSIFICATION OF TAX.
21	MANAGEMENT CONCEPT & ORGANISATIONAL BEHAVIOR	KMBN101	Lehri Singh Chouhan	MBA	1	1			EXPLAIN DIFFERENT LEVEL OF MANAGEMENT	EXPLAIN TYPES OF PLANNING
22	MANAGERIAL ECONOMICS	KMBN102	Kirti Mittal	MBA	1	1			DEFINE NATURE AND SCOPE OF ECONOMICS	EXPLAIN RELEVANCE OF ECONOMICS WITH OTHER SUBJECT
23	FINANCIAL ACCOUNTING & ANALYSIS	KMBN103	Vikas Chabra	MBA	1	1			EXPLAIN SCOPE OF ACCOUNTING	EXPLAIN PRINCIPLES OF ACCOUNTING
24	BUSINESS STATISTICS & ANALYTICS	KMBN104	Himani Kathuriya	MBA	1	1			EXPLAIN SCOPE OF STATISTICS	EXPLAIN COLLECTION OF DATA
25	MARKETING MANAGEMENT	KMBN105	Aman Jindal	MBA	1	1			EXPLAIN THE ELEMENTS OF MARKETING MIX.	DEFINE THE TYPES OF CONSUMER BUYING DECISIONS.
26	DESIGN THINKING	KMBN106	Mohd Firoz	MBA	1	1			WHAT IS THE DIFFERENCE B/W INNOVATION AND CREATIVITY	EXPLAIN THE PROCESS OF DESIGN THINKING
27	BUSINESS COMMUNICATION	KMBN107	Mohd Firoz	MBA	1	1			IMPORTANCE OF COMMUNICATION IN MANAGEMENT.	DISCUSS THE PROCESS OF COMMUNICATION.
28	STRATEGIC MANAGEMENT	KMBN301	Prerna Phawa	MBA	3	1			EXPLAIN NATURE AND SCOPE OF STRATEGIC MANAGEMENT.	DISCUSS THE PROCESS OF STRATEGIC MANAGEMENT.
29	INNOVATION & ENTREPRENEURSHIP	KMBN302	Sakshi Garg	MBA	3	1			EXPLAIN THE DIFFERENCE BETWEEN INNOVATION AND CREATIVITY.	HOW TO DEVELOP AN INNOVATIVE STRATEGY.
30	HUMAN VALUES & ETHICS	KVE303	Sanjay Singh	MBA	3	1			UNDERSTANDING AND LIVING IN HARMONY AT VARIOUS LEVELS.	DISCUSS THE MEANING OF PROSPERITY IN DETAIL
31	TALENT MANAGEMENT	KMBNHR01	Prerna Phawa	MBA	3	1			EXPLAIN THE CONCEPT AND OBJECTIVES OF TALENT MANAGEMENT.	EXPLAIN HUMAN RESOURCE PLANNING.
32	EMPLOYEE RELATIONS & LABOUR LAWS	KMBNHR02	Lehri Singh Chouhan	MBA	3	1			EXPLAIN THE FUNCTIONS OF INDUSTRIAL RELATIONS.	WHY EMPLOYEES JOIN TRADE UNIONS?
33	CONSUMER BEHAVIOR & MARKETING COMMUNICATION	KMBNKM01	Sakshi Garg	MBA	3	1			EXPLAIN CONSUMER DECISION MAKING PROCESS.	EXPLAIN THE DIFFERENCE BETWEEN CUSTOMERS AND CONSUMERS.
34	MARKETING ANALYTICS	KMBNKM02	Aman Jindal	MBA	3	1			WHAT IS TOP DOWN AND BOTTOM UP APPROACH ? EXPLAIN IT	DEFINE THE STAKEHOLDERS.
35	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT	KMBNFM01	Vikas Chabra	MBA	3	1			EXPLAIN TYPES OF INVESTORS.	EXPLAIN THE DIFFERENCE BETWEEN EQUITY AND DEBT SHARES.
36	FINANCIAL PLANNING & TAX MANAGEMENT	KMBNFM02	Himani Kathuriya	MBA	3	1			EXPLAIN THE ROLE OF FINANCIAL PLANNER.	EXPLAIN INVESTOR'S LIFE CYCLE.