

DEV BHOOMI GROUP, SAHARANPUR

DEPARTMENT OF MANAGEMENT

ASSIGNMENT QUESTIONS - UNIT 4

S.NO	SUBJECT	SUBJECT CODE	TEACHER NAME	COURSE	SEM/ YEAR	UNIT	DOA	DOS	QUESTION 1	QUESTION 2
1	FUNDAMENTALS OF MANAGEMENT	BBA-101	Prerna Phawa	BBA	1	4			DEFINE THE TECHNIQUES OF DIRECTING.	WHAT IS MOTIVATION ? EXPLAIN
2	ORGANISATIONAL BEHAVIOR	BBA-102	Lehri Singh Chouhan	BBA	1	4			EXPLAIN THE TYPES OF GROUP STRUCTURE.	WHAT IS MANAGEMENT OF CONFLICT?
3	MANAGERIAL ECONOMICS	BBA-103	Kirti Mittal	BBA	1	4			EXPLAIN THEORY OF FACTOR PRICING	WHAT IS PRICE DISCRIMINATION
4	ACCOUNTING AND FINANCIAL ANALYSIS	BBA-104	Vikas Chabra	BBA	1	4			WHAT IS GROSS AND NET WORKING CAPITAL	EXPLAIN FUND FLOW
5	BUSINESS LAW	BBA-105	Himani Kathuriya	BBA	1	4			DESCRIBE THE ELEGIBLTY TO BE A PARTNER IN LLP	DEFINE THE WINDING UP OF LLP
6	BUSINESS ORGANISATION	BBA-106	Mohd Firoz	BBA	1	4			DEFINE THE RELATIONSHIP B/W ETHICS & CORPORATE EXCELLENCE	EXPLAIN THE INDIAN ETHICS
7	ADVERTISING MANAGEMENT	BBA-301	Aman Jindal	BBA	3	4			WHAT IS PRINT MEDIA ? EXPLAIN IT.	WHAT IS INTERNET ADVERTISING ? DEFINE IT.
8	TEAM BUILDING & LEADERSHIP	BBA-302	Apurva Singh	BBA	3	4			EXPLAIN THE TYPES OF PERSONALITY.	DEFINE THE EVALUATION OF PERSONALITY.
9	INDIAN ECONOMY	BBA-303	Mohd Firoz	BBA	3	4			DEFINE THE PROSPECTS OF INDIAN AGRICULTURE.	EXPLAIN THE ROLE OF SMALL SCALE INDUSTRIES.
10	CUSTOMER RELATIONSHIP MANAGEMENT	BBA-304	Prerna Phawa	BBA	3	4			DEFINE THE 5 PHASE OF CRM.	EXPALIN THE TRAIN AND RETAIN.
11	MANAGEMENT INFORMATION SYSTEM	BBA-305	Anu	BBA	3	4			WHAT IS DEVELOPMENT OF MIS.	WHAT IS FACTOR OF SUCCESS AND FAILURE IN MIS.
12	INCOME TAX LAWS & PRACTICES	BBA-306	Himani Kathuriya	BBA	3	4			DEFINE THE CAPITAL GAINS.	EXPLAIN THE INCOME FROM OTHER SOURCES.
13	ARITHMETIC APTITUDE	BBA-501	Anshul Pundir	BBA	5	4			EXPLAIN DATA AND ITS CLASSIFICATION	DIFFERENCE B/W SEQUENCE AND SERIES
14	APTITUDE REASONING	BBA-502	Ajay Kumar	BBA	5	4			EXPLAIN PROPOSITIONS WTH THE HELP OF AN EXAMPLE.	
15	GENERAL BUSINESS AWARENESS	BBA-503	Sakshi Garg	BBA	5	4			DISCUSS ABOUT THE NATIONAL INCOME	WRITE ABOUT THE LATEST EVENT OF ONE YEAR
16	GENERAL ENGLISH	BBA-504	Sakshi Garg	BBA	5	4			DEFINE THE SENTENCE CORRECTION.	DEFINE THE SENTENCE IMPROVEMENT.
17	RURAL MARKETING	BBA M1	Prerna Phawa	BBA	5	4			DEFINE THE FORMATION OF COOPERATIVE MARKETING	EXPLAIN THE MARKETING OF COTTAGE INDUSTRY

18	SERVICE MARKETING	BBA M2	Aman Jindal	BBA	5	4			EXPLAIN PUBLIC RELATIONS IN SERVICE MARKETING.	WHAT IS SALES PROMOTION ? EXPLAIN IT.
19	CORPORATE TAX	BBA F1	Gulnawaz	BBA	5	4			DISCUSS ABOUT THE IMPORT & EXPORT.	WHAT IS TDS IN GST ? DEFINE IT.
20	FINANCIAL INSTITUTION & INVESTMENT MANAGEMENT	BBA F2	Sakshi Garg	BBA	5	4			WHAT IS CONSUMER CREDIT ? EXPLAIN IT WITH EXAMPLE.	DEFINE THE CONCEPT OF PLASTIC MONEY.
21	MANAGEMENT CONCEPT & ORGANISATIONAL BEHAVIOR	KMBN101	Lehri Singh Chouhan	MBA	1	4			EXPLAIN HERZERG'S MOTIVATION HYGIENE THEORY	EXPLAIN EQUITY THEORY
22	MANAGERIAL ECONOMICS	KMBN102	Kirti Mittal	MBA	1	4			EXPLAIN PRODUCTION THEORY	EXPLAIN ECONOMIES OF SCALE
23	FINANCIAL ACCOUNTING & ANALYSIS	KMBN103	Vikas Chabra	MBA	1	4			EXPLAIN SOLVENCY RATIO	EXPLAIN LIQUIDITY RATIO
24	BUSINESS STATISTICS & ANALYTICS	KMBN104	Himani Kathuriya	MBA	1	4			EXPLAIN BAYE'S THEOREM	EXPALIN APPLICATION OF BIONOMIAL
25	MARKETING MANAGEMENT	KMBN105	Aman Jindal	MBA	1	4			EXPLAIN THE RETAILING.	DEFINE THE DIRECT MARKETING.
26	DESIGN THINKING	KMBN106	Mohd Firoz	MBA	1	4			EXPLAIN THE RETAILING.	DEFINE THE DIRECT MARKETING.
27	BUSINESS COMMUNICATION	KMBN107	Mohd Firoz	MBA	1	4			EXPLAIN THE POINT TO BE KEPT IN MIND WHILE MAKING THE RESUME.	ADVANCEMENT ON BUSINESS COMMUNICATION NETWORKS.
28	STRATEGIC MANAGEMENT	KMBN301	Prerna Phawa	MBA	3	4			EXPLAIN PORTERS MODEL OF COMPETITIVE ADVANTAGE OF NATION.	EXPLAIN STRATEGY ANALYSIS PROCESS.
29	INNOVATION & ENTREPRENEURSHIP	KMBN302	Sakshi Garg	MBA	3	4			EXPLAIN THE CONCEPT OF CROWDFUNDING.	EXPLAIN THE ELEMENTS OF BUSINESS PLANNING.
30	HUMAN VALUES & ETHICS	KVE303	Sanjay Singh	MBA	3	4			DEFINE NATURAL ACCEPTANCE OF HUMAN VALUES.	EXPLAIN THE BASIS FOR HUMANISTIC EDUCATION.
31	TALENT MANAGEMENT	KMBNHR01	Prerna Phawa	MBA	3	4			EXPLAIN REWARD MODEL.	RETENTION WITH THE HELP OF AN EXAMPLE.
32	EMPLOYEE RELATIONS & LABOUR LAWS	KMBNHR02	Lehri Singh Chouhan	MBA	3	4			EXPLAIN THE CONTRACT LABOUR ACT.	EXPLAIN THE PAYMENT OF MINIMUM WAGES ACT 1936.
33	CONSUMER BEHAVIOR & MARKETING COMMUNICATION	KMBNMK01	Sakshi Garg	MBA	3	4			EXPLAIN THE PROCESS OF ADVERTISING.	EXPLAIN GLOBAL VS LOCAL ADVERTISING.
34	MARKETING ANALYTICS	KMBNMK02	Aman Jindal	MBA	3	4			EXPLAIN THE PROCESS OF ADVERTISING.	EXPLAIN GLOBAL VS LOCAL ADVERTISING.
35	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT	KMBNFM01	Vikas Chabra	MBA	3	4			EXPLAIN CAPM MODEL.	DISCUSS THE DISCOUNTED CASH FLOW TECHNIQUES.
36	FINANCIAL PLANNING & TAX MANAGEMENT	KMBNFM02	Himani Kathuriya	MBA	3	4			EXPLAIN INCOME FROM OTHER SOURCES.	EXPLAIN THE PROVISIONS RELATED TO COLLECTION AND RECOVERY OF TAX.

