

DEV BHOOMI GROUP, SAHARANPUR										
DEPARTMENT OF MANAGEMENT										
ASSIGNMENT QUESTIONS - UNIT 5										
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	5			EXPLAIN THE PROCESS OF CONTROLLING.	DEFINE THE RELATIONSHIP B/W PLANNING & CONTROL
2	ORGANISATIONAL BEHAVIOR	BBA-102	Lehri Singh Chouhan	BBA	1	5			EXPLAIN THE ORGANIZATIONAL EFFECTIVENESS.	EXPLAIN THE RECENT ADVANCES IN OB.
3	MANAGERIAL ECONOMICS	BBA-103	Kirti Mittal	BBA	1	5			EXPLAIN BUSINESS CYCLE	WHAT IS INFLATION
4	ACCOUNTING AND FINANCIAL ANALYSIS	BBA-104	Vikas Chabra	BBA	1	5			WHAT IS CASH FLOW	EXPALIN THE CASH OR NON CASH TRANSACTION
5	BUSINESS LAW	BBA-105	Himani Kathuriya	BBA	1	5			DEFINE THE FEATURES OF NAGOTIABLE INSTRUMENT	WHAT IS ENDORSEMENT OF NAGOTIABLE INSTRUMENTS
6	BUSINESS ORGANISATION	BBA-106	Mohd Firoz	BBA	1	5			EXPLAIN PROFESSIONALIZATION	DEFINE THE SOCIAL RESPONSIBILITY BUSINESS
7	ADVERTISING MANAGEMENT	BBA-301	Aman Jindal	BBA	3	5			EXPLAIN THE MEDIA PLANNING.	DEFINE THE MEDIA OBJECTIVES.
8	TEAM BUILDING & LEADERSHIP	BBA-302	Apurva Singh	BBA	3	5			EXPLAIN THE FORMATION OF GROUP.	DEFINE THE TYPES OF GROUP
9	INDIAN ECONOMY	BBA-303	Mohd Firoz	BBA	3	5			EXPLAIN THE INDIAN BANKING SYSTEM.	DEFINE THE FUNCTIONS OF NITI AAYOG.
10	CUSTOMER RELATIONSHIP MANAGEMENT	BBA-304	Prerna Phawa	BBA	3	5			WHAT IS FIELD FORCE AUTOMATION ? EXPALIN IT.	DEFINE THE ROLE OF CRM SUPPLIER.
11	MANAGEMENT INFORMATION SYSTEM	BBA-305	Anu	BBA	3	5			WHAT IS DECISION SUPPORT SYSTEM ?	EXPLIN THE DIFFERENCE BETWEEN ERP IEMS AND ERP.
12	INCOME TAX LAWS & PRACTICES	BBA-306	Himani Kathuriya	BBA	3	5			WHAT IS DEEMED INCOME ? EXPLAIN IT.	DEFINE THE AGGREGATION OF INCOME.
13	ARITHMETIC APTITUDE	BBA-501	Anshul Pundir	BBA	5	5			DEFINE MATRICES AND ITS TYPES	WRITE ANY TWO EXAMPLES OF MATRICES
14	APTITUDE REASONING	BBA-502	Ajay Kumar	BBA	5	5			EXPLAIN SITTING ARRANGEMENT WITH THE HELP OF AN EXAMPLE.	EXPLAIN SITTING ARRANGEMENT WITH THE HELP OF AN EXAMPLE.
15	GENERAL BUSINESS AWARENESS	BBA-503	Sakshi Garg	BBA	5	5			DISCUSS ABOUT THE SCHEME OF THE CENTRAL GOVERNMENT	DEFINE THE STRUCTURE OF PARLIAMENT
16	GENERAL ENGLISH	BBA-504	Sakshi Garg	BBA	5	5			PREPARE THE LIST OF ANTONYMS & SYNONYMS.	WHAT IS VERBAL ABILITY? EXPALIN IT.
17	RURAL MARKETING	BBA M1	Prerna Phawa	BBA	5	5			DEFINE THE RURAL MARKET SEGMENTATION	DEFINE THE PROMOTION AND DISTRIBUTION IN RM STRATEGIES

18	SERVICE MARKETING	BBA M2	Aman Jindal	BBA	5	5			DEFINE THE SERVICE GAURNTEE.	DEFINE SERVICE QUALITY AND MEASUREMENT.
19	CORPORATE TAX	BBA F1	Gulnawaz	BBA	5	5			DEFINE THE CUSTOM LAW.	EXPLAIN THE REFUND & RECOVERY POLICY ? EXPLAIN IT.
20	FINANCIAL INSTITUTION & INVESTMENT MANAGEMENT	BBA F2	Sakshi Garg	BBA	5	5			DISCUSS ABOUT THE EVOLUTION & GROWTH OF MUTUAL FUND.	DEFINE THE ROLE OF REGISTRAR.
21	MANAGEMENT CONCEPT & ORGANISATIONAL BEHAVIOR	KMBN101	Lehri Singh Chouhan	MBA	1	5			DISCUSS ABOUT LEADERSHIP STYLE	EXPLAIN KURT LEWIN MODEL OF CHANGE
22	MANAGERIAL ECONOMICS	KMBN102	Kirti Mittal	MBA	1	5			EXPLAIN DEMAND FORCASTING	EXPALIN SUPPLY ANALYSIS
23	FINANCIAL ACCOUNTING & ANALYSIS	KMBN103	Vikas Chabra	MBA	1	5			EXPLAIN CONCEPTS OF WORKING CAPITAL	WHAT IS THE DIFFERENCE B/W CASH FLOW AND FUND FLOW STATEMENT
24	BUSINESS STATISTICS & ANALYTICS	KMBN104	Himani Kathuriya	MBA	1	5			EXPLAIN DECISION MAKING UNDER UNCERTAINTY	WHAT IS CONCEPT OF BUSINESS ANALYTICS
25	MARKETING MANAGEMENT	KMBN105	Aman Jindal	MBA	1	5			DEFINE CUSTOMER RELATIONSHIP MANAGEMENT.	WHAT IS GLOBAL MARKETING ENVIRONMENT ? EXPLAIN IT.
26	DESIGN THINKING	KMBN106	Mohd Firoz	MBA	1	5			DEFINE CUSTOMER RELATIONSHIP MANAGEMENT.	WHAT IS GLOBAL MARKETING ENVIRONMENT ? EXPLAIN IT.
27	BUSINESS COMMUNICATION	KMBN107	Mohd Firoz	MBA	1	5			EXPLAIN INTRANET.	EXPLAIN MINUTES OF MEETING.
28	STRATEGIC MANAGEMENT	KMBN301	Prerna Phawa	MBA	3	5			EXPLAIN ENTERPRISE RISK MANAGEMENT.	EXPLAIN THE CONCEPT OF BENCHMARKING.
29	INNOVATION & ENTREPRENEURSHIP	KMBN302	Sakshi Garg	MBA	3	5			EXPLAIN THE STEPS INVOLVED IN LAUNCHING A BUSINESS.	EXPLAIN VARIOUS FORMS OF BUSINESS OWNERSHIP.
30	HUMAN VALUES & ETHICS	KVE303	Sanjay Singh	MBA	3	5			EXPLAIN UNDIVIDED SOCIETY.	DISCUSS THE MEANING OF VISHWAS IN DETAIL.
31	TALENT MANAGEMENT	KMBNHR01	Prerna Phawa	MBA	3	5			EXPLAIN HUMAN RESOURCE INFORMATION SYSTEM.	DISCUSS THE CONCEPT OF HRA.
32	EMPLOYEE RELATIONS & LABOUR LAWS	KMBNHR02	Lehri Singh Chouhan	MBA	3	5			EXPLAIN THE MATERNITY BENEFIT ACT 1961.	EXPLAIN EMPLOYEE'S PROVIDENT FUND 1952.
33	CONSUMER BEHAVIOR & MARKETING COMMUNICATION	KMBNKM01	Sakshi Garg	MBA	3	5			EXPLAIN THE STEPS INVOLVED IN MEDIA PLANNING.	DISCUSS SETTING MEDIA OBJECTIVES.
34	MARKETING ANALYTICS	KMBNKM02	Aman Jindal	MBA	3	5			EXPLAIN THE RFM ANALYSIS.	DEFINE THE ADVERTISING ANALYSIS.
35	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT	KMBNFM01	Vikas Chabra	MBA	3	5			EXPLAIN PORTFOLIO MANAGEMENT AND PERFORMANCE MANAGEMENT.	EXPLAIN SHARPE THEORY.
36	FINANCIAL PLANNING & TAX MANAGEMENT	KMBNFM02	Himani Kathuriya	MBA	3	5			EXPLAIN THE 80C DEDUCTIONS UNDER INCOME TAX LAW.	DISCUSS THE AVOIDANCE OF DOUBLE TAXATION AGREEMENTS.