

COURSE : BBA

YEAR : III

INTERNAL ASSIGNMENT

Session : 2020 – 23

PAPER : IX

FINANCIAL MANAGEMENT

[MAX MARKS : 20]

The question paper consists of **05** descriptive type questions. Each question is of **04 marks** (word limit 300 – 500 words). Attempt all questions. Use graphs, charts and diagrams to explain your answer if necessary.

1. Long answer type questions (300-500 Word Limit). Attempt all questions.
[05 x 4 = 20]

1. Explain the following as factors affecting dividend decision.

- (i) Stability of earnings
- (ii) Growth opportunities
- (iii) Cash flow position
- (iv) Taxation policy

2. Briefly explain globalization & privatization?

3. Define current assets and Give four examples?

4. Explain briefly five factors determining the amount of fixed capital?

5. What is meant by 'Financial management' Explain its importance?

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PAPER : X

MARKETING MANAGEMENT

[MAX MARKS : 20]

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1. Long answer type questions (300-500 Word Limit). Attempt all questions.

[05 x 4 = 20]

1. What are the objectives of advertising?
2. What do you mean by Market Segmentation? What are the various bases of market segmentation?
3. Explain the Marketing Environment Factors for the Cosmetics Industries?
4. Mention any ten demerits of online buying?
5. Define Pricing? Discuss the various methods of Pricing?

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PAPER: XI

HUMAN RESOURCE MANAGEMENT

[MAX MARKS : 20]

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2. Long answer type questions (300-500 Word Limit). Attempt all questions.

[05 x 4 = 20]

1. (a) What is Induction Programme?
(b) What do you mean by induction?
2. Define the terms:
 - (a) Motivation
 - (b) Promotion
 - (c) Feedback
3. What do you mean by profession? What is the status of professionalization of HRM in India?
4. What is employment interview? What are its types?
5. Explain the need for human resource development?