

VIDYA VIHAR COLLEGE
MAULANA MAZHARUL HAQUE ARABIC & PERSIAN UNIVERSITY, PATNA

BBA 3rd YEAR

INTERNAL ASSIGNMENT

SESSION : 2021-24

PAPER :IX

FINANCIAL MANAGEMENT

[MAX MARKS : 20]

The question paper is in consists two sections A & B. Section - A consists 05 short answer type questions. Each question is of 02 marks (word limit 100 words). Attempt all questions. Section - B consists of 02 descriptive type question. Each question is of 05 marks (word limit 300 words). Attempt all questions. Use graphs, charts and diagrams to explain your answer if necessary.

Section : A

1. Short answer type questions (maximum limit 100 words). Attempt all questions. [05 x 2 = 10]

- 1> What is the Normative goal of Financial management?
- 2> What is Trade Credit?
- 3> What are different forms of Dividend?
- 4> Write a short note on Inventory Management?
- 5> What do you understand by Liquidity Ratio?

Section : B

2. Descriptive type questions (maximum limit 250 - 300 words). Attempt all questions. [02 x 5 = 10]

- 1> What is meant by the term Leverage? How are operating leverage, financial leverage and total leverage related to Income statement?
- 2> Explain Working Capital Management?

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PAPER : X

MARKETING MANAGEMENT

[MAX MARKS : 20]

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Section : A

1. Short answer type questions (maximum limit 100 words). Attempt all questions. [05 x 2 = 10]

- 1> Discuss importance of understanding consumer behavior.
- 2> What is product life cycle concept?
- 3> Define Skimming Price Strategy?
- 4> What are features of Marketing Mix?
- 5> Explain Marketing Distribution Channels?

Section : B

2. Descriptive type questions (maximum limit 250 - 300 words). Attempt all questions. [02 x 5 = 10]

- 1> How “Marketing occupies a critical role in respect of the development of developing nations”?
- 2> Explain different levels of Market Segmentation?

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INTERNAL ASSIGNMENT

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PAPER : XI

HUMAN RESOURCE MANAGEMENT

[MAX MARKS : 20]

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Section : A

1. Short answer type questions (maximum limit 100 words). Attempt all questions. [05 x 2 = 10]

- 1> State features of HRM?
- 2> What is the use of JOB Description?
- 3> State major problems of performance evaluation?
- 4> List the challenges faced by HR managers in India?
- 5> What do you understand by On-The-Job Training?

Section : B

2. Descriptive type questions (maximum limit 250 - 300 words). Attempt all questions. [02 x 5 = 10]

- 1> How has Globalization impacted the human resource planning?
- 2> What is an Interview? Explain its validity and reliability. What are the different types of Employment interviews?