

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

BBA 1st YEAR

INTERNAL ASSIGNMENT

SESSION : 2023-26

PAPER : I

PRINCIPLES OF 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> Define SWOT Analysis?
- 2> What is system approach of management thought?
- 3> Explain levels of management?
- 4> What are the financial and non – financial incentives of motivation?
- 5> What is Total Quality Management?

Section : B

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

- 1> Define Management? Discuss in detail the nature and importance of management?
- 2> What is Decision making? Explain various steps in the process of rational decision making?

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PAPER : II

ORGANISATIONAL BEHAVIOUR

[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> Discuss Big 5 Model?
- 2> Explain hierarchy of need theory?
- 3> What is transformational leadership style?
- 4> What are determinants of organizational culture?
- 5> What do you understand by Johari Window?

Section : B

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

- 1> What are the major behavioral science that contribute to OB? What is the relationship between management and OB?
- 2> What is Group Decision? Explain its process and types.

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PAPER : III **MANAGERIAL ECONOMICS**

[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> Discuss the main features of marginal costing?
- 2> Explain graphic method of Break - even analysis?
- 3> What is Monopoly?
- 4> What is business cycle and its 4 phases?
- 5> What is National Income?

Section : B

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

- 1> What do you mean by Budgeting? Discuss its objectives. Give classification of budget.
- 2> What do you understand by Law of Demand? What is Elasticity of demand and what are its determinants?

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PAPER : IV

INDIAN BUSINESS ENVIRONMENT

[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> Discuss Role of RBI?
- 2> Differentiate between Patent Law and Trade Mark Law?
- 3> What are the two types of Foreign Investment?
- 4> Give importance of small and medium enterprises?
- 5> What is RRB?

Section : B

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

- 1> What is Mixed Economy? What are its merits and demerits?
- 2> Define Indian Business Environment. Give its scope and classification.

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PAPER : SUB-I

BUSINESS COMMUNICATION-I

[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> What do you mean by Business Communication?

2> Define

(a) Upward communication

(b) Downward communication

3> Explain Formal communication with example?

4> What is Noise in communication? Explain with help of diagram.

OR

What are the difference between one way and two way communication? Write any four differences.

5> What do you mean by Public Relation?

Section : B

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

1> What are the “Essentials of Effective Business Communication”?

OR

Elaborate “Methods of Communication”?

2> What are barriers to communication? Also explain the remedies to the barriers?

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PAPER : SUB-II

COMPUTER APPLICATION

[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> Explain Computer and its types?
- 2> Explain any two hardware devices in detail?
- 3> What is MS. DOS?
- 4> Explain Batch File with example?
- 5> What is Window Explorer?

Section : B

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

- 1> What is LAN, WAN, MAN in detail with example?
- 2> (a) Explain in detail Database Management System?
(b) What is Mail- Merge. Write step to create a mail merge?