

# **VIDYA VIHAR COLLEGE**

**MAULANA MAZHARUL HAQUE ARABIC & PERSIAN UNIVERSITY, PATNA**

**COURSE : BBA**

**YEAR : III**

## **INTERNAL ASSIGNMENT**

**Session : 2019 – 22**

**PAPER : IX**

**FINANCIAL MANAGEMENT**

**[MAX MARKS : 20]**

The question paper consists of **05** descriptive type questions. Each question is of **04 marks** (word limit 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. Define financial management. Also explain its scope.
2. This decision is termed as Investment decision.
3. Briefly explain globalization & privatization.
4. “Short-term Investment Decision” or Working Capital Decision
5. What do you understand by disinvestment and direct investment?

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## **INTERNAL ASSIGNMENT**

**Session : 2019 - 22**

**PAPER : X**

**MARKETING MANAGEMENT**

**[MAX MARKS : 20]**

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

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

**[05x4 = 20]**

1. What is Marketing Management?
2. What are the merits of sales promotion?
3. Who are customers?
4. What is Product Positioning?
5. What is Marketing Mix?

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## **INTERNAL ASSIGNMENT**

**Session : 2019 - 22**

**PAPER: XI HUMAN RESOURCE MANAGEMENT**

**[MAX MARKS:20]**

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

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

**[05x4 = 20]**

1. What is human resource development?
2. What do you understand by training why is it needed?
3. Explain various steps involved in the selection of personnel.
4. Define human resource management.
5. Explain the need for human resource development?