

M. P. BHOJ (OPEN) UNIVERSITY, BHOPAL
CLASS : BBA First Year 2016-17
Paper I - Principal of Management

SUBJECT: Business Administration

Maximum Marks - 30

निर्देश—

1. सभी प्रश्न स्वयं की हस्तलिपि में हल करना अनिवार्य है।
2. दोनों सत्रीय प्रश्न पत्र को हल करना अनिवार्य है।
3. सत्रीय कार्य जमा करने की अंतिम तिथि 30 अप्रैल 2017 है।
4. सत्रीय कार्य उत्तर पुस्तिकाओं को जमा करने की रसीद अवश्य प्राप्त कर लें।

Assignment Question Paper – I

- (1) Discuss the tasks expected to be performed by future managements to effectively with the various challenges.
- (2) What is the basic frame work of neoclassical organization theory? How does it offer modifications of classical pillars ?
- (3) What do you understand by an informal organization? How dies it differ from a formal organization ?
- (4) What do you mean by organization chart ? Discuss the principles relating to design of an organizational chart.
- (5) What is meant by communication ? Explain its characteristics and objectives?

Assignment Question Paper – II

- (1) Is the Management a Profession? Discuss the implication of professionalism of management
- (2) What is planning? Discuss its importance and point out the various steps necessary in planning process.
- (3) Explain the committee form of an organization. What are the fundamental principales followed ?
- (4) Explain the concept of delegation of authority ?
- (5) What is meant by executive development or management development?

M. P. BHOJ (OPEN) UNIVERSITY, BHOPAL
CLASS : BBA First Year 2016-17
Paper I I- Financial Accounting

SUBJECT: Business Administration

Maximum Marks - 30

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Assignment Question Paper – I

- (1) What is status of financial accounting in the entire accounting frame work?
- (2) Study the process of Trial Balance preparation of a manufacturing company?
- (3) Evaluate the significant accounting policies of five top pharmaceutical companies in India ?
- (4) Why are financial statements important ?
- (5) Explain the rules of preparing consolidated Balance Sheet?

Assignment Question Paper – II

- (1) What are the different types of ledgers?
- (2) Discuss the accounting treatment of Govt. grants relating to depreciable fixed assets ?
- (3) How do you define prior period item ? How is it disclosed?
- (4) What do you mean by Amalgamation ? Explain its Accounting treatment.
- (5) What do you mean by the comparative analysis of financial statement? Explain with example.

M. P. BHOJ (OPEN) UNIVERSITY, BHOPAL
CLASS : BBA First Year 2016-17
Paper III- Business Communication

SUBJECT: Business Administration

Maximum Marks - 30

निर्देश—

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Assignment Question Paper – I

- (1) Define Communication ? What are its main objectives?
- (2) Discuss the relationship of communication with the efficiency of the working force.
- (3) What do you mean by specialised groups ? What rules they play in communication ?
- (4) Explain the principles of drafting report and state the principle parts of a report ?
- (5) Define the term feede back and state its significance.?

Assignment Question Paper – II

- (1) What should be the optional frequency of the communication in an organization ?
- (2) Discuss the various types of communication, highlighting the significance of non verbal communication.
- (3) What are the possible obstructions to communication and how can they be removed ?
- (4) Explain the logical approach to effective speaking ?
- (5) Briefly describe the development of language with the progression of the human race?

M. P. BHOJ (OPEN) UNIVERSITY, BHOPAL
CLASS : BBA First Year 2016-17
Paper IV-- Computer Fundamentals

SUBJECT: Business Administration

Maximum Marks - 30

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Assignment Question Paper – I

- 1) Explain various generations of Computer ?
- (2) What do you mean by computer virus. Explain various types of virus?
- (3) What do you mean by internal commands of Dos. Also explain its function ?
- (4) Explain any five hardware components ?
- (5) How a computer virus attack any Computers?

Assignment Question Paper – II

- (1) Explain the structure of the Computer?
- (2) Define Computer virus. How virus is prevented ?
- (3) What is the difference between Software and hardware ?
- (4) What do you mean by word processing. Discuss its advantage and disadvantages?
- (5) Write a detailed note on electronic spread sheets ?

M. P. BHOJ (OPEN) UNIVERSITY, BHOPAL
CLASS : BBA First Year 2016-17
Paper V- Marketing Management

SUBJECT: Business Administration

Maximum Marks - 30

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Assignment Question Paper – I

- (1) Marketing is the delivery of standard of living to society. Explain?
- (2) What do mean by motivation research? what kinds of information are sought in motivational research?
- (3) Discuss the importance of Price Policy?
- (4) What do you mean by the market segmentation? Explain its objectives and importance.
- (5) Discusss the methods of sales forecasting. Discuss their merits and demerits

Assignment Question Paper – II

- (1) Define Marketing Management and explain its impoertance in Indian Economy ?
- (2) What is the mean by product mix ? Explain the influencing factor in the change of prouct mix.
- (3) What do you mean by channels of distriution? Explain the types and functions of channels of distribution?
- (4) What is sales Promotion ? Explain its objective and discuss its role in marketing ?
- (5) What do you mean by advertising ? Explain the object and function of advertising?

M. P. BHOJ (OPEN) UNIVERSITY, BHOPAL
CLASS : BBA First Year 2016-17
Paper VI- Managerial Economics

SUBJECT: Business Administration

Maximum Marks - 30

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Assignment Question Paper – I

- (1) Discuss the use and limitations of managerial economics in economic analysis ?
- (2) What is income elasticity of demand. Explain the various types of Income elasticity of demand ?
- (3) What do you mean by returns to scale, Explain the different types of returns to scale.
- (4) What do you understand by the term break even point. Briefly discuss its uses and limitations.
- (5) How price is determined under imperfect competition.

Assignment Question Paper – II

- (1) Write about output and price determination under perfect competition.
- (2) How pricing strategy is determined under Monopolistic market ?
- (3) Briefly explain the major investment appraisal criteria?
- (4) Define advertising. Explain various modes of advertisement.
- (5) Explain the concept of welfare economics.

M. P. BHOJ (OPEN) UNIVERSITY, BHOPAL
CLASS : BBA First Year 2016-17
Paper VII- Business Statistics

SUBJECT: Business Administration

Maximum Marks - 30

निर्देश—

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Assignment Question Paper – I

- (1) Define questionnaire and also give the specimen.
- (2) Each type of average has its own particular field of usefulness. In the light of this statement discuss characteristic features of the chief average in statistics.?
- (3) Define Lorenz Curve. What are its advantages and disadvantages. Explain in brief the method of its construction.
- (4) Define probability. Explain the importance of probability theories in statistics.
- (5) Explain the meaning and importance of correlation?

Assignment Question Paper – II

- (1) What are moments? Explain the procedure of calculating the first four moments about the mean?
- (2) "Index numbers are devices for measuring differences in magnitude of a group of related variables". Discuss this statement and point out the important uses of Index numbers ?
- (3) What is Regression Analysis ? Explain its use in business problems with suitable examples?
- (4) Explain the concepts of independent and mutually exclusive events in probability. State the theorems of total and compounds probability.
- (5) Explain the methods used for testing the difference between arithmetic mean of two large samples.

M. P. BHOJ (OPEN) UNIVERSITY, BHOPAL
CLASS : BBA First Year 2016-17
Paper VIII- Production and Operations Management

SUBJECT: Business Administration

Maximum Marks - 30

निर्देश—

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Assignment Question Paper – I

- (1) Your company is in the process of setting up a large hotel. Discuss the factors effecting its layout decision.
- (2) Explain about the mterial handling equipments?
- (3) Define Production control. Explain the objects and advantages of production control ?
- (4) Explain the concept of various methods of work study?
- (5) What are the concept of quality circles.

Assignment Question Paper – I

- (1) What do you mean by the term, "Delegation of Authority". Explain various principles of delegation.
- (2) Define planning. Briefly explain the process of planning?
- (3) Describe Mc. Gregors theory of motivation?
- (4) Define Leadership. Explain various qualities of a good leader.
- (5) What do you mean by co-ordination? Discuss the roile of co-ordination in effective management of an enterprise.