

M. P. BHOJ (OPEN) UNIVERSITY, BHOPAL
CLASS : BBA second Year 2016-17
Paper I- Business Policy

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

- Q1 What do you mean by business policy? Discuss the factors influencing the business policy.
- Q2 Describe the essential characteristics of a mission statement. In what different ways can mission statement be formulated?
- Q3 Define strategic management. Discuss its importance in detail.
- Q4 How would you distinguish between production and purchase policies in functional areas of a firm?
- Q5 Discuss the need and importance of corporate policies. Is it compulsory to abide them?

Assignment Question Paper – II

- Q1 Discuss the nature and scope of business policies.
- Q2 What is mission and purposes? Describe the various kinds of it? Explain briefly the functions of mission and purpose.
- Q3 Describe the different approaches adopted in strategic decision-making.
- Q4 Explain with example the process of SWOT analysis.
- Q5 'Management usually wants to behave in socially responsible way'. Explain the statement.

M. P. BHOJ (OPEN) UNIVERSITY, BHOPAL

CLASS : BBA second Year 2016-17

Paper I- Business Law

Subject: Business Administration

Maximum Marks: 30

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Assignment Question Paper – I

- Q1 What is a contract? Explain in brief the essential elements to a valid Contract.
- Q2 Discuss the various agreements which are expressly declared as void by the Indian contract Act.
- Q3 What is Bailment? Describe the duties of a bailer and bailee.
- Q4 What is meant by a contract of sale? How is sale distinguished from an agreement to sell?
- Q5 What is meant by unpaid seller? What are his rights in respect of goods sold by him?

Assignment Question Paper – II

- Q1 Define consent. When is consent said to be free?
- Q2 What are the remedies against breach of contract?
- Q3 Define agency. How it is created and terminated?
- Q4 Distinguish between a condition and a warranty.
- Q5 What are the rights against the buyer personally and against the goods of unpaid seller?

M. P. BHOJ (OPEN) UNIVERSITY, BHOPAL
CLASS : BBA second Year 2016-17
Paper III- HUMAN RESOURCES MANAGEMENT

Subject: Business Administration

Maximum Marks: 30

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Assignment Question Paper – I

- Q1 What are the factors of an effective human resources function in a multinational corporation?
- Q2 What is the need for human resource planning?
- Q3 Define training. Explains its objective and importance in detail.
- Q4 How does job evaluation help in compensation management.
- Q5 What are benefits of having a grievance management systems in the organization?

Assignment Question Paper – II

- Q1 Why has the study of HRM gained so much importance today?
- Q2 Define human resource planning. State its importance in organizations.
- Q3 Distinguish between Training and hennaing.

Q4 What are the methods of Job Evaluation?

Q5 Define labor welfare. What are the merits and demerits of labor welfare?

M. P. BHOJ (OPEN) UNIVERSITY, BHOPAL
CLASS : BBA second Year 2016-17
Paper IV- Organisation Behaviour

Subject: Business Administration

Maximum Marks: 30

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Assignment Question Paper – I

- Q1 What is an organization? What are its four system components? Give an example of each.
- Q2 Define leadership and distinguish between formal leadership and informal leadership.
- Q3 How can knowledge of motivation theories help managers?
- Q4 Identify and discuss five style of conflict management.
- Q5 Explain organizational development and its important factors.

Assignment Question Paper – II

- Q1 Distinguish between personal and social power. What are the four power oriented characteristics of the best manager.
- Q2 Compare House's path-goal theory of leadership with situational leadership model.
- Q3 What are the purposes for conducting performance appraisals? Who should appraise performance? Why.
- Q4 What is the most effective technique for managing conflict at work?
- Q5 What are the most positive and negative aspects of organizational change.

M. P. BHOJ (OPEN) UNIVERSITY, BHOPAL
CLASS : BBA second Year 2016-17
Paper V- Mathematics for Business & Economics

Subject: Business Administration

Maximum Marks: 30

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Assignment Question Paper – I

Q1. If $u = \tan^{-1} (x^3 + y^3 / x - y)$, then prove that (i) $x \frac{\partial u}{\partial x} + y \frac{\partial u}{\partial y} = \sin 2u$

(ii) $x^2 \frac{\partial^2 u}{\partial x^2} + 2xy \frac{\partial^2 u}{\partial x \partial y} + y^2 \frac{\partial^2 u}{\partial y^2} = 2 \cos 3u \sin u$

(iii) $x^2 \frac{\partial^2 u}{\partial x^2} + 2xy \frac{\partial^2 u}{\partial x \partial y} + y^2 \frac{\partial^2 u}{\partial y^2} = (1 - 4 \sin^2 u) \sin 2u$

(iv) $x^2 \frac{\partial^2 u}{\partial x^2} + 2xy \frac{\partial^2 u}{\partial x \partial y} + y^2 \frac{\partial^2 u}{\partial y^2} = \sin 4u - \sin 2u$

Q2 If $A = \begin{bmatrix} 9 & 1 \\ 4 & 3 \end{bmatrix}$ $B = \begin{bmatrix} 1 & 5 \\ 7 & 12 \end{bmatrix}$

Find the matrix x so that

$$3A + 5B + 2x = 0$$

Q3 Define function what are different types of function.

Q4 Find the differential coefficient with respect to x :

(i) $x^2 \log x$ (ii) $(2x+3)(x+1)$

Q5 Give the meaning of constant variable and function in relation to "calculus"

Assignment Question Paper – II

- Q1 A box contains one rupee fifty paise and twenty five paise coins in the ratio of 5:6:7. If their total value is Rs 117 find. How many coins are there of each type.
- Q2 The depreciation rate of a machine is 10% per annum. If after four years the value of the machine is Rs. 1, 31,220, find the cost of the machine.
- Q3 If $A = \begin{bmatrix} 3 & 1 \\ -1 & 2 \end{bmatrix}$ show that $A^2 - 5A + 7I = 0$
- Q4 What is 'Limits'? What are different types of 'limits?'
- Q5 Find the value of maxima and minima
- $$Y = x^3 - 6x^2 + 9x + 300$$
- Q6 Write short notes on:-
- A) Rules of differentiation
 - B) Integral Calculus

Madhya Pradesh Bhoj (Open) University, Bhopal
BBA- Second year 2016-17
Paper VI- Financial Management

Subject: Business Administration

Maximum Marks: 30

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	Liabilities	Amount	Assets	Amount
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Assignment Question Paper – I

- Q1 Define finance function. Discuss its nature and scope.
- Q2 Define capitalization. Explain the two main principles of capitalization.
- Q3 From the following Balance sheet of a company you are required to calculate
- (1) Solvency Ratio
 - (2) Liquidity Ratio
 - (3) Fixed Assets Ratio
 - (4) Capital Gearing Ratio
 - (5) Balance Sheet (As at 31st march 2004)

Q4	(Equity share capital)	100,000	Fixed Assets	80,000
			cash	10,000
	Debentures	75,000	Debtors	70,000
	Current Liabilities	25,000	B/R	10,000
			Marketable Securities	10,000
		Stock	20,000	
	Rs	200,000	Rs	200,000

Explain the meaning of working capital management describe the various dimensions of working capital

Q5 What is capital budgeting? State the factors affecting capital expenditures decisions.

Assignment Question Paper – II

Q1 "Finance is the life blood of industry" Elucidate this statement with suitable illustrations.

Q2 Under capitalization leads to overcapitalization? Do you agree? Give reasons.

Q3 Following are the balance sheet of Jharkhand Ltd. as at 31st march 2003 and 2004

Liabilities	31 st March	
	2003	2004
	Rs.	Rs.
Share Capital	3,00,000	3,20,000
Profit and loss A/c	50,000	53,000
5% Debentures	1,10,000	80,000
Creditors	52,000	60,000
Rs.	5,12,000	5,13,000

Assets:

Land	90,000	1,40,000
Stock	2,40,000	2,20,000
Goodwill	50,000	25,000
Cash	60,000	40,000

Debtors	72,000	88,000
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	5,12,000	5,13,000

Additional Information's:-

- (1) Dividend distributed during the year Rs. 15,000
- (2) Land was valued at Rs. 1,40,000 and the profit on revaluation Transferred to profit and loss A/c you are required to prepare a cash-flow statement for the year ended 31 march, 2004.

Q4 What are the assumptions of capital structure theories? Discuss the Net Income approach.

Q5 "Despite all limitations of pay-back period method it has still significance in project appraisal" Explain.

Madhya Pradesh Bhoj (Open) University, Bhopal
BBA- Second year
Paper VII- Advertising fundamental

Subject: Business Administration

Maximum Marks: 30

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Assignment Question Paper – I

Q1 Define the concept of advertising. Explain how advertising works as a Communication process.

Q2 Enumerate campaign planning and its procedure

- Q3 Define the strategies adapted for media selection. What are the different types of media available in market for advertisers?
- Q4 How advertising budget is decided in an organization. explain various budgeting methods.
- Q5 Explain the various techniques used for measuring Advertising effectiveness How pre testing & post testing & are used it measure effectiveness

Assignment Question Paper – II

- Q1 Explain advertising as a communication concept of promotion provide a suitable example.
- Q2 How "Brands" are developed? Explain the brand building strategies of organization.
- Q3 What are the different types of media are available for promotion. How a media can be made effective for creating brand image.
- Q4 Explain different types of advertising budgeting methods. What are the various factors? Which need to be considered while preparing Ad.? Budget.
- Q5 Explain and enumerate operative function of advertising agencies name few of the advertising agencies and then area of operations.

Madhya Pradesh Bhoj (Open) University, Bhopal
BBA- Second year
Paper VIII- Internship & Industry

Subject: Business Administration

Maximum Marks: 30

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Assignment Question Paper – I

- Q.1 "Entrepreneur is innovator and risk bearer." Brief explain this statement.

- Q.2 Discuss the nature of woman entrepreneurship. Also examine their role in Indian context.
- Q.3 What are the main problems of small scale Industries? Give your suggestions for removing these problems.
- Q.4 What is 'financial management'? Explain its significance in modern Business.
- Q.5 What is production management? Describe the main elements of production management.

Assignment Question Paper – II

- Q.1 What is meant by entrepreneurial development? Discuss the relevance of Entrepreneurial development performs.
- Q.2 Define entrepreneur. Discuss in detail the main function of an entrepreneur.
- Q.3 What are the main causes of sickness of small scale Industries? What are the remedies to solve it?
- Q.4 Discuss the contribution of financial Institution in the development of small scale Industries.
- Q.5 What is meant by personnel management? Explain its main function.