

Madhya Pradesh Bhoj (Open) University, Bhopal
BBA-Third year
Paper I- Corporate Legal Framework

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 winding up of a company? Explain the methods of winding up of company.
- Q2 What do you mean by crossing of cheque explain the types of crossing of cheque.
- Q3 Discuss the objectives and management of SEBI act 1992.
- Q4 Explain the main provisions of consumer protection act 1986?
- Q5 How is the valuation of goods done for the purposes of customs duty?

Assignment Question Paper – II

- Q1 What do you mean by company? Explain the main characteristics of a company.
- Q2 What is a bill of exchange .state its essential characteristics, how does a promissory note differs form a bill of exchange?
- Q3 Define "SEBI "Explain the role of SEBI in controlling the security market.
- Q4 Explain the main provisions of MRTP Act 1969.
- Q5 State the main provisions of FEMA Act 1999.

Madhya Pradesh Bhoj (Open) University, Bhopal
BBA-Third year
Paper II- Marketing Research

Subject: Business Administration

Maximum Marks: 30

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Assignment Question Paper – I

- Q1 What do you mean by marketing research? Describe the process of research. With the help of various steps involved in it?
- Q.2 What do you understand by the term primary data? What are the various types of primary data?
- Q.3 What do you understand by the term 'cross tabulation' Describe various modes in which cross tabulation can be conducted.
- Q.4 Describe various step required to be taken while post testing and advertisement? Give its advantages disadvantages?
- Q.5 Highlight various factors which are leading marketing research to a stage of increased sophistication?

Assignment Question Paper – II

- Q.1 What do you understand by the term research design. What are different types of research design?
- Q.2 what do you understand by survey. Describe various types of survey techniques?
- Q.3 Highlight the key factory which are to the kept in find white making a writer research presentation.
- Q.4 Define motivation research. Highlight the nature scope and limitations of motivation research.
- Q.5 why the ethical consideration should he kept in mind while conducting research. What are the different ethical aspects in marketing research?

BBA-Third year
Paper III- Sales Management

Subject: Business Administration

Maximum Marks: 30

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Assignment Question Paper – I

- Q1 Describe sales management and its scope.
- Q2 Discuss in detail sales forecasting
- Q3 Write short notes
- A) Sales Budgeting
- B) Development of sales strategy
- Q4 Define operational sales management and discuss its technique.
- Q5 Explain evaluation and discuss its various methods.

Assignment Question Paper – II

- Q1 Explain in detail the nature or characteristic of sales management.
- Q2 Define sales organization and discuss its advantages and disadvantages.
- Q3 What is a sale -budget? Discuss the principal factors that should be considered in developing sales budget.
- Q4 What is motivation? How can we motivate our sales personal?
- Q5 Explain in detail control of sales.

Madhya Pradesh Bhoj (Open) University, Bhopal
BBA-Third year
Paper IV- Quality Management

Subject: Business Administration

Maximum Marks: 30

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Assignment Question Paper – I

- Q1 What is quality management? Explain the need and significance of quality management?
- Q2 Discuss "Quality Circles"?
- Q3 What is Inspection/ Define the Role of Quality management inspector?
- Q4 Discuss "Six-sigma" in a Quality control programme?
- Q5 What is Total Quality control? Define the various control charts for variables?

Assignment Question Paper – II

- Q1 Explain the Quality policy and its objectives?
- Q2 Discuss the Organization for Quality management programme.
- Q3 Discuss "Zero Defect concept" in Quality management?
- Q4 What are the essential of manufacturing planning for quality?
- Q5 What is Total Quality Control? Define the Various Control Charts for Attributes?

Madhya Pradesh Bhoj (Open) University, Bhopal
BBA-Third year
Paper V- Consumer Behaviour

Subject: Business Administration

Maximum Marks: 30

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Assignment Question Paper – I

- Q1 Explain the concept & scope of consumer behaviour?
- Q2 What is group dynamics? Why is it important for understanding consumer behaviour?
- Q3 What do you understand by the diffusion of innovations. Explain with example.
- Q4 Explain social economic & culture aspect of Indian consumes market
- Q5 Explain the pattern of "industrial buying behaviour" in India?

Assignment Question Paper – II

- Q1 What is consumer needs & motives & also explain the dynamic nature of motivation
- Q2 What are buying motives? Explain briefly all the stag is in the buying decision process
- Q3 Explain in detail family decision making
- Q4 Explain various social classes & their influences on consumer behaviour?
- Q5 Explain the concept of industrial buying behaviour & factices influencing industrial buying process?

Madhya Pradesh Bhoj (Open) University, Bhopal
BBA-Third year
Paper VI- Environmental Management

Subject: Business Administration

Maximum Marks: 30

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Assignment Question Paper – I

Q1 Write note on:-

- i) Environment and business schools
- ii) Energy management

Q2 Explain the concept, significance and application of ecosystems in business administration.

Q3 What is environmental management? How is it evaluated?

Q4 What are environmental ethics? Why should organizations follow these ethics?

Q5 What is waste management? How is it useful in controlling the problem of pollution?

Assignment Question Paper – II

Q1 What is sustainable development? What are the implications of outburst in the human population?

Q2 What is environmental management system? Explain ISO: 14000.

Q3 What is the process of clearance or getting permission for establishing an industry?

Q4 What is environmental management trade? Does it affect the corporate merger?

Q5 What is the role of biodiversity in international trade? What are the approaches to corporate ethics?

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BBA-Third year
Paper VII- Management Information System

Subject: Business Administration

Maximum Marks: 30

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Assignment Question Paper – I

- Q1 Explain the concept of MIS what is its importance in the organization?
- Q2 How is the MIS design prepared in the Organizations?
- Q3 What is the use of computers in MIS? Discuss the emerging trends and software application in MIS.
- Q4 What is decision working? What is the use of MIS in decision making process?
- Q5 Explain the implementation of MIS in the organization.

Assignment Question Paper – II

- Q1 What is the process of MIS development? What is the need of planning and control in MIS?
- Q2 How is the renewal MIS converted into computerized MIS? What is the use of design document?
- Q3 Explain the organization of computers and its functional units in detail.
- Q4 Discuss the phases of decision making in MIS.
- Q5 What are the stages of implementing MIS in organization? How is the system evaluated and maintained?