उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय,प्रयागराज

अधिन्यास (Assignment) 2026- 2027

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	: प्रबन्धन सिद्धान्त	कोर्स कोड	: बी.बी.ए. - 101N
Subject Title	: Principles of Management	Course Code: BBA – 101N	

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A
खण्ड–अ

अधिकतम अंक : 18
Maximum Marks: 18

1- Explain the concept of planning and describe its types.
2- What are organization concepts? Describe organization process
3- Define control? Explain the process of control

Section- B
खण्ड–ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

1- Write short note vroom's expectancy theory?
2- Write short note on Decision Making
3. What are the character tics of effective communication system?
4. What is meant by management concept?
5. Explain any theory of motivation
6. Explain the Autocratic theory of leadership?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय,प्रयागराज

अधिन्यास (Assignment) 2026-2027

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 102N
Subject Title	: Micro Economics	Course Code	: BBA – 102N

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A
खण्ड–अ

अधिकतम अंक : 18
Maximum Marks: 18

1- Explain meaning of Demand Forecasting? Also discuss scope and method of Demand Forecasting?
2- What do you understand by Elasticity of Demand? Also discuss income Elasticity and cross Elasticity of demand?
3- How many phases are involved in business cycle? Explain importance and use of cost benefit analysis in India

Section- B
खण्ड–ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

1. What is law of variable proportions?
2. What do you mean by opportunity cost?
3. What is Monopoly? Explain determination of price under monopoly?
4. How is price determined under perfect competition?
5. Define concept and measurement of National Income.
6. What do you mean by Input-output in development planning?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय,प्रयागराज

अधिन्यास (Assignment) 2026-2027

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 103N
Subject Title	: : Business Environment	Course Code	: BBA-103N

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड–अ

अधिकतम अंक : 18
Maximum Marks: 18

1. Explain LPG? Write the main characteristics of privatization?
2. Explain the effects of economic components of business environment?
3. Explain the main characteristics and importance of consumer protection

Section- B

खण्ड–ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory

4. What is GATT?
5. What is Black Money?
6. Explain Poverty.
7. Write a short note on taxation policy?
8. What are objectives of World Bank? 9. Explain IMF?

BBA-104 N

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

Bachelor Business Administration (BBA)

विषय	:	विषय कोड	: बी.बी.ए.
Subject	: BBA	Subject Code	: BBA
कोर्स शीर्षक	: कम्प्यूटर फन्डामेन्टल्स	कोर्स कोड	: [redacted] BBA-104
Subject Title	: Computer Fundamentals	Course Code	:

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A
खण्ड–अ

अधिकतम अंक : 18
Maximum Marks: 18

1. What do you understand by the concept of social media? Discuss its various applications during your studies.
2. Explain the various hardware & software devices?
3. Explain the memory hierarchy? Give characteristics of group of memory at each level.

Section- B
खण्ड–ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

1 Explain classification of computers in detail.
2 Describe parallel processing in detail.
3 What is Computer Virus?
4 Differentiate between external and internal memory?
5 List the Hardware component of Computer.
6 List the function of an operating system.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय,प्रयागराज

अधिन्यास (Assignment) 2026-2027

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	: विपणन प्रबन्धन	कोर्स कोड	: बी.बी.ए.- 105N
Subject Title	: Marketing Management	Course Code	: BBA – 105N

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड–अ

अधिकतम अंक : 18
Maximum Marks: 18

1- What is marketing? Discuss its objective, nature and Importance in detail?

2- What do you understand by Price? Draw its importance also explain various methods of pricing?

3- Define Advertising. Explain objectives & utility of adverting in modern business.

Section- B

खण्ड–ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

1- What do you understand from Marketing Mix?

2- What is the objective of marketing segmentation?

3- Define stages of Product Life Cycle?

4- Differentiate between Branding & Trademark?

5- Differentiate between personal selling and sales promotion?

6- Differentiate between “Product Brand” and “Trade Mark”.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय,प्रयागराज

अधिन्यास (Assignment) 2026-2027

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 106 N
Subject Title	: Financial Accounting	Course Code	: BBA – 106 N

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड–अ

अधिकतम अंक : 18
Maximum Marks: 18

1- Discuss the various accounting concepts. Do you find any of the accounting concepts conflicting with each other? Give examples.
2- What do you mean by Balance Sheet? How does it differ from profit and loss Account?
3- What is working capital? What factors affect the size of working capital in an enterprise?

Section- B

खण्ड–ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

1. What are the objectives of accounting information?
2. What do you mean by working capital?
3. What do you mean by current assets? Also give examples.
4. What are the purposes of accounting information?
5. What are the purposes of preparing Trial Balance?
6. State the importance and limitations of Profit and Loss Account.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय,प्रयागराज

Bachelor of Business Administration

2026-2027

अधिन्यास (Assignment)

Subject : Management Subject Code : BBA- 107 N

Subject Title : Business Statistics Course Code : BBA -107 N

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड–अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Explain statistics? What is its usefulness in research?
2. What are the elements of ideal classification?

3 Define Mean, Median Mode? How are they calculated?

Section- B

खण्ड–ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. Write short note on editing of data?

5. What is pie-diagram?

6. Represent the following data by Histogram

Weight (kg)	No. of power
35-40	12
40-45	30
45-50	22

50-55	30
55-60	18
60-65	10

7. Represent the following data by pie-diagram

Expenditure Foods	14
Cloathing	17
Recreation	10
Education	15
Rent	23
Miscellaneous	21

8. What is meant by random sample?

9. What is statistical error?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय,प्रयागराज

अधिन्यास (Assignment) 2026-2027

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 108N
Subject Title	: Macro Economics	Course Code	: BBA – 108N

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A
खण्ड–अ

अधिकतम अंक : 18
Maximum Marks: 18

1. How does economic growth impact the environment, and what are the consequences of unsustainable practices?
2. What are the short-term and long-term effects of technological innovation on productivity, employment, and income distribution?
3. How do external factors influence the business cycle, and what role can government policy play in stabilizing economic fluctuations?

Section- B
खण्ड–ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. What is the difference between fiscal policy and monetary policy?
5. How does an increase in interest rates impact inflation?
6. Define the term "business cycle" and name its phases.
7. What is the Phillips Curve, and what does it illustrate?
8. Explain how a recession differs from a depression.
9. What are the main causes of inflation?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय,प्रयागराज

अधिन्यास (Assignment) 2026-2027

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 109N
Subject Title	: Production & Operation	Course Code	: BBA – 109N

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A
खण्ड–अ

अधिकतम अंक : 18
Maximum Marks: 18

1. What do you understand by the concept of capacity planning?
2. Explain various production methods? Also discuss its merits & demerits.
3. What are the basic assumptions in location-cost-volume analysis?

Section- B
खण्ड–ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory

4. Write short notes on POM?
5. What is plant layout?
6. Explain the concept of inventory?
7. Explain VED?
8. Differentiate between job-enlargement and job-enrichment?
9. ABC method of Inventory?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय,प्रयागराज

अधिन्यास (Assignment) 2026-2027

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 110N
Subject Title	: Entrepreneurship and small Business Management	Course Code	: BBA -- 110N

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A
खण्ड–अ

अधिकतम अंक : 18
Maximum Marks: 18

1. What do you understand by the concept of entrepreneurship? Why it is important in India business scenario?
2. Explain various kinds of supportive schemes for entrepreneur by U.P. Government?
3. Critically evaluate theory of social change of entrepreneurship?

Section- B
खण्ड–ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory

4. Why marketing is important for small entrepreneur's?
5. Suggest various methods of sales promotion for SST
6. List various steps involved in preparation of project report?
7. What is office management? Give your own views. ?
8. What is the meaning of "Incentives "and "subsidy" for small units?
9. Differentiate between long term financial resources and short term financial resources?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय,प्रयागराज

अधिन्यास (Assignment) 2026-2027

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 111N
Subject Title	: Human Resource Management	Course Code	: BBA -- 111N

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A
खण्ड–अ

अधिकतम अंक : 18
Maximum Marks: 18

1. Describe the approaches of Human Resource Planning.
2. Why training is essential for organizations? Also write the types of training
3. What are the essential steps in an appraisal programme?

Section- B
खण्ड–ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory

4. Why equitable pay structure is needed in the organizations?
5. What are the uses of job analysis?
6. How induction is an integrated part of training?
7. Write the prerequisites of collective bargaining
8. How appraisal will be more effective?
9. What is the role of trade unions?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय,प्रयागराज

अधिन्यास (Assignment) 2026-2027

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 112N
Subject Title	: Strategic Management	Course Code	: BBA – 112N

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A
खण्ड–अ

अधिकतम अंक : 18
Maximum Marks: 18

1. Describe the various steps involved in strategic management process.
2. What are the dimensions of a strategic implementation?
3. Define strategic control process.Explain the various types of control.

Section- B
खण्ड–ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory

1. Explain how strategic management is essential for organization?
2. Discuss the need, importance and factors in environmental analysis.
3. What are the different functions of leadership?
4. Briefly discuss types of Strategic Alliances.
5. What is Multinational Corporations (MNCs)?
6. What are the challenges involved in Creativity?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय,प्रयागराज

अधिन्यास (Assignment) 2026-2027

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 113N
Subject Title	: Business Communication	Course Code	: BBA – 113N

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A
खण्ड–अ

अधिकतम अंक : 18
Maximum Marks: 18

1. Discuss the parts and format of reports. What are its main components?
2. Explain the process and elements of communication.
3. What are the principles of effective communication?

Section- B
खण्ड–ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory

4. What are the methods of influencing behavior?
5. Why organizational communication is essential?
6. Write the advantages of two way communication.
7. How communication resolves interpersonal conflict? What do you mean by Report?
8. What are the causes of poor organizational communication?
9. Write the kinds of visual aids.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय,प्रयागराज

अधिन्यास (Assignment) 2026-2027

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 114N
Subject Title	: : Organizational Behaviour	Course Code	: BBA – 114N

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड–अ

अधिकतम अंक : 18
Maximum Marks: 18

1. Write the forces affecting organization behavior.
2. Describe the classical viewpoint of organizational behavior.
3. Explain the classical learning theory.

Section- B

खण्ड–ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory

4. What are the big five dimensions of personality
5. What are the components of attitude?
6. Write the dimensions of organizational culture.
7. How perceptions effect the behavious?
8. Write the styles of leadership.
9. Discuss about need based theories.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय,प्रयागराज

अधिन्यास (Assignment) 2026-2027

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 115N
Subject Title	: : Total Quality Management	Course Code	: BBA – 115N

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड–अ

अधिकतम अंक : 18

Maximum Marks: 18

1. How you will define quality? Discuss its objectives, scope and importance in current make in India business scenario.
2. Explain Zuran principles for quality assurance?
3. Describe the basic approach of ISO-9000 and total quality management?

Section- B

खण्ड–ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory

4. List various tools & techniques for TQM?
5. What is bench marking?
6. Define quality circle?
7. Explain road map for TQM implementation?
8. What is re-engineering?
9. Describe cultural changes of TQM?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय,प्रयागराज

अधिन्यास (Assignment) 2026-2027

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 116N
Subject Title	: Financial Management	Course Code	: BBA – 116N

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A
खण्ड–अ

अधिकतम अंक : 18
Maximum Marks: 18

1- "Financial management is a part of general management." Give your views about the statement.
2- What do you understand by capital structure? Explain the points which are considered in determining the capital structure of any business.
3- Explain the nature and importance of working capital. How would you estimate the working capital requirement?

Section- B
खण्ड–ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. What do you mean by finance function
5. What is stable dividend policy?
6. Explain Pay Back Period.
7. Discuss the factors that determine the need for cash.
8. Explain the objective of inventory management.
9. What is economic order quality?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय,प्रयागराज

अधिन्यास (Assignment) 2026-2027

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 117N
Subject Title	: Operation Research	Course Code	: BBA – 117N

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A
खण्ड–अ

अधिकतम अंक : 18
Maximum Marks: 18

1. Explain the benchmarking process?
2. Material Handling, Transportation, Warehousing and Inventories are four pillars on which the building of logistics is constructed. Comment on this statement.
3. Describe approach for controlling raw material and work in progress inventory for a manufacturing organization

Section- B
खण्ड–ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

1. Explain the role of standardization and codification in managing materials
2. Explain the key drivers of supply chain Management..
3. iscues the factors affecting material requirement planning.
4. List the major advantages and disadvantages of FIFO and LIFO.
5. Write short note on, (a) Vendor relation and (b) Vendor rating,
6. What are the costs associated with logistics?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय,प्रयागराज

अधिन्यास (Assignment) 2026-2027

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 118N
Subject Title	: Labour Relations & Legislation	Course Code	: BBA – 118N

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A
खण्ड–अ

अधिकतम अंक : 18
Maximum Marks: 18

1. Discuss the types of disputes? Explain the role of Trade Unions and judiciary in resolving Disputes?
2. Describe different types of strike in detail.
3. Write down in detail some important benefits provided for the benefits of women workers in India?

Section- B
खण्ड–ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

1. What are the causes for Industrial disputes?
2. Define labor welfare officer. State the qualification and the duties of labor welfare officer.
3. Write any four principles of code of conduct.
4. Write down the various factors for the causes of absenteeism.
5. Difference between retrenchment and lay-off.
6. How does collective bargaining begin? Who can participate in collective bargaining?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय,प्रयागराज

अधिन्यास (Assignment) 2026-2027

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 119N
Subject Title	: Supply Chain Management	Course Code	: BBA – 119N

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A
खण्ड–अ

अधिकतम अंक : 18
Maximum Marks: 18

1. Explain different types of logistics management.
2. What are the costs associated with logistics?
3. What are the different types of Inventory control?

Section- B
खण्ड–ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

1. What are the functions of logistics management?
2. What in inbound & outbound logistics?
3. Define warehousing. What are functions of warehousing?
4. What are the benefits of transportation management?
5. Write short note on: Third Party Logistics & Supply Chain Management
6. What are the forecasting periods?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय,प्रयागराज

अधिन्यास (Assignment) 2026-2027

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: DCBBA -- 101
Subject Title	: Advertising	Course Code	: DCBBA -- 101

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड–अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Discuss the objective, scope and importance of advertising?
2. Explain AIDA Model of Advertising?
3. Explain the role of advertising while deciding the strategies of marketing mix?

Section- B

खण्ड–ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory

4. What is advertising Code?
5. Explain motivational approach in advertising?
6. Discuss the concept of advertising mix?
7. What is corporate advertising in Indian business scenario?
8. What are the new horizons of advertising in developing countries?
9. Explain common eroticism of functional advertising?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय,प्रयागराज

अधिन्यास (Assignment) 2026-2027

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: DCBBA -- 102
Subject Title	: Sales Management	Course Code	: DCBBA -- 102

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A
खण्ड–अ

अधिकतम अंक : 18
Maximum Marks: 18

1. What are the elements of a sales process? Explain.
2. Explain the different methods of providing training to salesman.
3. What do you mean by the term 'Sales Organisation'?

Section- B
खण्ड–ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory

4. What is retailing?
5. What are the functions of sales manager?
6. What do you understand by advertising budget? Explain.
7. What do you mean by buying motive? Discuss
8. What do you mean by media of advertising' explain briefly.
9. State the different methods used for sales promotion.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय,प्रयागराज

अधिन्यास (Assignment) 2026-2027

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 120N
Subject Title	: Consumer Behaviour	Course Code	: BBA – 120N

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A
खण्ड–अ

अधिकतम अंक : 18
Maximum Marks: 18

1. Explain the buying decision process.
2. Analyze the relationship between motivation and consumer buying behavior. Which factors are necessary for consumer buying behavior process.
3. How buying patterns and purchase decisions may vary by age, gender and stage of life. Explain with examples

Section- B
खण्ड–ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

1. What are the various determinants of the consumer buying behavior?
2. What is Elasticity model of consumer behavior?
3. What do you understand by family influence while making purchase decision?
4. Write a short note on organizational buying behavior.
5. Explain the various reference group types.
6. How cultural influences play an important role in consumer behavior?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय,प्रयागराज

अधिन्यास (Assignment) 2026-2027

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: बी.बी.ए.- 121N
Subject Title	: Research Methodology	Course Code	: BBA – 121N

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A
खण्ड–अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What are the various types of research designs? Explain with examples.
2. What is interview? Explain the various types of interview methods with three merits and demerits.
3. Define “research report”. Explain the essentials of good research report. What are the types of research report?

Section- B
खण्ड–ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

1 What do you understand by Research Methodology? Why is it needed? Explain.

2 What is business research? Explain the importance of business research in managerial decision making.

3 Write a note on sampling error.

4 A bag contains 4 white, 2 black, 3 yellow & 3 red balls. What is the Probability of getting a white or red ball at random in a single draw of one.

5 What is hypothesis? Explain the types of hypothesis.

6 Write a note on Chi-square test with a suitable example.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय,प्रयागराज

अधिन्यास (Assignment) 2026-2027

Bachelor of Business Administration

विषय	: प्रबन्धन	विषय कोड	: बी.बी.ए.
Subject	: Management	Subject Code	: BBA
कोर्स शीर्षक	:	कोर्स कोड	: DCBBA – 103N
Subject Title	: Business Ethics and Corporate Governance	Course Code	: DCBBA – 103N

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A
खण्ड–अ

अधिकतम अंक : 18
Maximum Marks: 18

1. Discuss in detail ethical and unethical practices in educational institutions?

2. Discuss various theories of Business Ethics.

3. Explain the steps in social audit and various obstacles in implementing social audit.

Section- B
खण्ड–ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

1. What do you understand by business ethics? What are its benefits?

2. What is meant by whistle blowing? State one incident of whistle blowing in India.

3. Explain the advantages of a Code of Ethics.

4. What is the importance of social responsibility in a business? Explain.

5. Compare Utilitarianism and Kantianism.

6. Explain ethical dilemmas in Business.