

Sai Nath University

Assignment For BBA 1ST -SEM.

The Assignment will consist of two parts, A and B. Part A will have 5 short answer questions (40-60 words) of 4 marks each. Part B will have 4 long answer questions of 5 marks each

All questions are compulsory.

These Assignments should be completed and submitted in written form by the student to his/her respective Faculty/ Examiners. Assignment Submission Dates are:

- Nov-17

List of Suggested Questions

The list of suggested questions is for students to practice. Although optional, we recommend that students solve these questions, as they will help them in preparing for exams as well as in clearing the important concepts of the subject.

List of Practical and suggested practical's

The list of practicals should be done by the students in their Lab Sessions. These are the basic practical's, which each student should be able to do himself independently. While the list of suggested practical's are optional, but it is recommended that students should perform those practical so as to have a thorough knowledge of the subject

Education Delivery Schedule (EDS)

As per University Semester scheme, the minimum contact hours of each paper has been Divided into two hours theory and practical class.

The faculty will maintain this attendance paper wise for his/her batch.

Subject Code**Subject Name****BBA-110****MANAGEMNET FOUNDATION****BBA-120****ECONOMIC ENVOIRMENT****BBA-130****MARKETING MANAGEMENT****BBA-140****COMPUTER AWARENESS**



SAI NATH UNIVERSITY

Cover page of Assignment

ID NUMBER

NAME

COURSE

STREAM

SEM

SUBJECT CODE

SUBJECT NAME

Assignments will be completed by the Student in his/her own handwriting.

BBA-110

MANAGEMENT FOUNDATION

Part A

- 1-Describe the concept and nature of management?
- 2-Describe the Taylor 5 scientific management?
- 3-Describe the Managerial skills?
- 4-State the process of planning?
- 5-What is management audit?

Part B

- 6-Describe the 14 principle of Fayol?
- 7-Level of management?
- 8-Describe the concept and nature of management?
- 9-What kind of role perform by manager in the organization?

BBA-120

ECONOMIC ENVOIRMENT

Part A

- 1- State the demand schedule for the product of your choice?
- 2- Define the production function?
- 3- Why the Demand curve downward in nature?
- 4- What is pricing?
- 5- What is sunk cost?

Part B

- 6-Describes the various types of pricing?
- 7-Difference between micro and macro economics?
- 8-Define the various types of market with example?
- 9-Explain the demand forecasting

BBA-130

Marketing management

Part-A

- 1- What is market?
- 2- Draw the figure of P.L.C.?
- 3- What is marketing mix?
- 4- Define the core concept of marketing?
- 5-what is marketing strategy?

Part-B

- 6-Describe the scope of marketing research?
- 7-Describe the Factor influencing the consumer behavior?
- 8-What is the marketing management?
- 9-Describe the various type of segmentation?

BBA-140

COMPUTER AWARENESS

PART-A

- 1- What is computer?
- 2- Difference between software and hardware?
- 3- Write the short note A.L.U and C.U
- 4- What is daisy wheel printer?
- 5- What is operating system?

PART-B

- 1-Describe the input and output devices?
- 2-Prepare the mark sheet for a class in using M.S. Excel?
- 3-Difference between hardware and software?
- 4-What is O.M.R. and M.I.C.R?