

Sai Nath University

Assignment For BBA 5th-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 practical's 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-510****Human Resource Management****BBA-520****Advertising and Sales Promotion
Management****BBA-530****Sales Management****BBA-540****Capital market**



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-510

Human resource management

Part A

- 1-what is performance appraisal?
- 2-what is H.R.D.?
- 3- Why the company at now days required for off job interview?
- 4-what is job profile?
- 5-what is job evaluation?

Part B

- 1- What is H.R.M. and also discuss its nature and scope?
- 2- Describe the H.R.P.?
- 3- Distinguish between H.R.M. And Personnel management.
- 4- What is training and development program and also give a comment of its requirement at present organization?

BBA-520

Advertising and Sales Promotion Management

Part A

- 1-** What is the difference between sales promotion and advertising?
- 2-** Explain the types of media. And gives examples for supporting nature of advertising?
- 3-** What is the process of branding?
- 4-** Gives the importance of public relation in advertising?
- 5-** Discuss the sales promotion objectives?

Part-B

1. What is the advertising and explain its different features?
2. Gives brief overview of E-commerce and E-Business in media management?
3. Explain the distinction between advertisement, publicity and public relation?

BBA-530

Sales Management

Part-A

- 1-What is role of skill selling?
- 2-Explain uses of computers in selling?
- 3-From which type you motivating the sales staff?
- 4-What are the objectives of sales organization?
- 5-Evaluating the role of sales force?

Part-B

1. Discuss the nature, scope and importance of sales management in an organization?
2. Describe the essence of training programme for the success of an organization?
3. What is basic types of sales organization, gives details?
4. What are the Ethical and social responsibilities of sales executives towards Society?

BBA-540
Capital Market
PART-A

- 1- What is liquidity?
- 2- Define capital structure?
- 3- Define share market?
- 4- Define capital budgeting?
- 5- What is cost of capital?

PART-B

- 1-Name of the three component of capital market explains it with example?
- 2- Difference between equity and preference share?
- 3-Explain advantages and disadvantages of preferential and equity shares?