

UNIVERSITY OF KERALA
SCHOOL OF DISTANCE EDUCATION
3 YEAR BBA (SDE) PROGRAMME
III SEMESTER ASSIGNMENT QUESTIONS

INSTRUCTIONS TO THE STUDENTS

- 1. Assignments should be written in own hand writing and submit the same to the Coordinator, BBA –SDE programme, SDE, Karyavattom, University of Kerala.**
- 2. Each assignment should be written in about 10 pages and the problems need to be solved as per the procedure.**
- 3. Each subject assignments will be evaluated for 10 marks.**
- 4. The course coordinator will publish the assignment marks (10) along with seminars and discussions marks (10) in SDE website.**
- 5. Date of submission will be informed through the website**

III SEMESTER

Core: BM 1341 Business Environment and Policy

1. Explain briefly types of Business Environment
2. Write short notes on
 - a) Exim Policy
 - b) FEMA
 - c) SEBI
3. Analyze the CSR activities of Tata group. (case study)
4. Write short notes on

- a) GATT
- d) Social Audit
- e) Technology transfer

CORE COURSE: BM 1342 CORPORATE REGULATIONS

1. Analyse different types of companies with real world examples and write down the characteristics (case study)
2. Write short notes on
 - a) Doctrine of Ultra Vires
 - b) Red Herring Prospectus
 - c) Qualification Shares
3. Explain briefly Memorandum
4. Write short notes on
 - a) Intellectual Property Rights
 - b) TRIPS
 - c) Patent Rights

CORE COURSE: BM 1343- COST AND MANAGEMENT ACCOUNTING

1. What do you mean by management accounting? Explain giving examples.
2. Siva is the management accountant in ABC. In the light of this explain the functions of a management accountant? (case Study)
3. Margin of safety = Rs.8000 which represents 40% of sales, P/V ratio = 50% .Find (a) Break even sales, (b) Fixed Cost and(c) Total Profit
4. From the following information, you are required to prepare: (a) Fund From Operations
Statement of Changes in Working Capital and (c) Fund Flow Statement:
Comparative Balance Sheet

<i>Particulars</i>	<i>2002</i>	<i>2003</i>
	<i>Rs.</i>	<i>Rs.</i>
<i>Liabilities and Capital :</i>		
Share Capital	50,000	40,000
Reserve and Surplus	15,000	5,000
Secured Loans	35,000	40,000
Current Liabilities	50,000	60,000
Total Liabilities and Capital	1,50,000	1,45,000
<i>Assets:</i>		
Fixed Assets	31,000	30,000
Investments	1,500	-
Cash Balances	2,500	1,250
Stock	75,000	78,750
Sundry Debtors	40,000	35,000
Total Assets	1,50,000	1,45,000

Additional Information

The net loss for the year after adjustments Rs. 10,000.

Additional fixed assets during the year Rs. 4,000 and depreciation for the year Rs. 3,000.

CORE COURSE: BM 1344 FINANCIAL SERVICES

1. What is financial system? Discuss the role of each of its components.
2. Explain financial markets and its classifications.
3. You are entering into a new business and you are looking for funds. You are planning to get your funds from venture capital firms. Why are you choosing Venture capital? Explain different stages of venture financing. (Case Study)
4. Write short notes
 - a) Stock broking.
 - b) Mutual funds
 - c) Project finance
 - d) Life insurance

ELECTIVE COURSE STREAM I: HUMAN RESOURCE MANAGEMENT COURSE

BM 1361.1- ORGANISATIONAL BEHAVIOUR

1. What is OB? Discuss the different modes of OB
2. Explain personality?
3. What is meant by Transactional Analysis. How is it relevant in an organization?(case study)
4. Write short notes
 - a) Motivation
 - b) OD
 - c) Organisational culture

d) Groups

**ELECTIVE COURSE STREAM II: MARKETING
MANAGEMENT COURSE**

BM 1361.2- CONSUMER BEHAVIOUR

1. What is buying behaviour? Discuss the different elements in Buying behaviour
2. Explain Consumer behaviour and the various decision making models?
3. You are a baby food manufacturer. You are studying your market and want to segment it for easy sales. How will you do market segmentation in this scenario?
(Case Study)
4. Write short notes
 - a) Howard sheith model,
 - b) Black box model
 - c) Post purchase dissonance
 - d) Loyalty marketing

ELECTIVE COURSE STREAM III: FINANCE

COURSE 1: BM 1361.3- INCOME TAX LAW AND ACCOUNTING

Assignment questions

1. Differentiate between direct taxes and indirect taxes. Give examples.
2. Differentiate between Assessment year and Previous year.
3. The Profit and loss a/c of ABC Ltd., a domestic company, for the year ended 31st March, 2020 is given below.

Business Expenses	19,00,000	Sales	32,00,000
Proposed dividend	6,00,000	Long Term capital Gains	6,00,000
Provisions for unascertained liabilities	50,000	Amount withdrawn from general reserve	30,000
General reserve	65,000		
Income Tax	25,000		

Wealth Tax	35,000	
Net Profit	11,55,000	
	38,30,000	38,30,000

Additional information;

1. An outstanding liability related to sales tax for 2011-2012 paid during this previous year but not charged in the Profit and loss Account Rs.40,000
2. Brought forward loss as per books of account is Rs.60,000 while the brought forward depreciation as per books of account is Rs. 80,000
3. Brought forward unabsorbed depreciation is Rs.5,00,000
4. Brought forward loss under the head capital gain Rs.3,00,000

Compute the Tax liability of ABC Ltd. For the assessment year 2014-2015

**ELECTIVE COURSE STREAM IV: TOURISM MANAGEMENT
COURSE 1: BM 1361.4 - INTRODUCTION TO TOURISM**

Assignment questions

1. Explain briefly various tourism products, its characteristics and types.
2. Write a note on positive and negative impacts of tourism
3. Write a note on various tourism organisations
4. In the light of Kerala, discuss the various eco-friendly tourism destinations (case study)

SEMINAR TOPICS BBA (S3)
SUBJECT : BM 1341-BUSINESS ENVIRONMENT AND POLICY

TOPIC NO:	TOPICS
BEP 1	Scope & significance of Business Environment
BEP 2	Types of Business Environment
BEP 3	Environmental Audit
BEP 4	Environmental economic sector analysis
BEP 5	Economic environment
BEP 6	Industrial policy 1948-56
BEP 7	Exim Policy
BEP 8	Monetary policy
BEP 9	Economic Reforms Policy
BEP 10	Environmental Sectors & Political, Legal Environment
BEP 11	Environmental Sector -Technological Environment
BEP 12	Intellectual Property Rights
BEP 13	Technology Transfer
BEP 14	Corporate Social responsibility (CSR)
BEP 15	Social Instructions and systems
BEP 16	Globalisation of Indian Business
BEP 17	Foreign Collaborations
BEP 18	Multinational Corporations
BEP 19	Legal Environment in India
BEP 20	Social Audit

SEMINAR TOPICS BBA (S3)
SUBJECT : BM 1342- CORPORATE REGULATIONS

TOPIC NO:	TOPICS
CR 1	Corporate Veil & Lifting of Corporate Veil
CR 2	Incorporation Procedure Effects of Registration
CR 3	Pre-Incorporation Contract
CR 4	Statement in Lieu of Prospectus & Deemed Prospectus
CR 5	Shelf Prospectus & Red Herring Prospectus
CR 6	Abridged Prospectus & Liability for Misstatement in Prospectus
CR 7	Importance & Clauses of Memorandum
CR 8	Procedure of Alteration of Memorandum of Association
CR 9	Doctrine of Ultra Vires
CR 10	Procedure of Alteration of Articles of Association
CR 11	Distinction Between Memorandum and Articles Doctrine of Constructive Notice
CR 12	Doctrine of Indoor Management
CR 13	Emerging trends in IPR-Plagiarism
CR 14	Liabilities of Directors & Removal of Directors
CR 15	Kinds of Meetings & Essentials of Valid Meeting
CR 16	Motion Vs Resolution
CR 17	Types of Motions & Proxy
CR 18	Modes of Winding Up of companies
CR 19	National Company Law Tribunal and Appellate Tribunal
CR 20	Intellectual Property Rights

SEMINAR TOPICS BBA (S3)
SUBJECT : BM 1343- COST AND MANAGEMENT ACCOUNTING

TOPIC NO:	TOPICS
CMA 1	scope and objectives of cost Accounting and Management Accounting
CMA 2	Differences between cost Accounting & Management Accounting
CMA 3	Financial Accounting & cost concepts
CMA 4	Elements of cost & preparation of cost sheet
CMA 5	Marginal costing
CMA 6	PV ratio & Margin of safety
CMA 7	Financial statement Analysis
CMA 8	Techniques of financial statement analysis
CMA 9	comparative and common size income statement
CMA 10	Trend analysis & Ratio analysis
CMA 11	Liquidity ratios & profitability ratios
CMA 12	solvency ratios & Activity ratios
CMA 13	Interpretation of financial statement using Ratio analysis
CMA 14	uses of fund flow statement
CMA 15	Preparation of funds flow statement
CMA 16	Cash flow statement
CMA 17	Difference between fund flow and cash flow statement
CMA 18	Functional budgets & master Budget
CMA 19	Preparation of cash Budget and Flexible Budget
CMA 20	Break even chart

SEMINAR TOPICS BBA (S3)
SUBJECT : BM 1344- FINANCIAL SERVICES

TOPIC NO:	TOPICS
FS 1	Components of Financial system
FS 2	Money market & capital market
FS 3	Financial instruments & financial institutions
FS 4	Fund based financial services
FS 5	Hire purchase finance and consumer credit
FS 6	Capital financing
FS 7	Merchant banking
FS 8	Mergers and acquisition
FS 9	Capital restructuring service
FS 10	Safe custody services
FS 11	Hybrid deposits
FS 12	Working capital finance
FS 13	Channels of retail banking products
FS 14	Life marine insurance
FS 15	Fire & medical insurance
FS 16	General insurance
FS 17	Mutual funds
FS 18	Non fund/Fee based advisory service
FS 19	Stock broking
FS 20	Demand deposits

SEMINAR TOPICS BBA (S3)
SUBJECT : BM 1361.1- ORGANISATIONAL BEHAVIOUR

TOPIC NO:	TOPICS
OB 1	Organisational Behaviour
OB 2	Nature and scope of Organisational Behaviour
OB 3	Modes of Organisational Behaviour
OB 4	Challenges and opportunities of Organisational Behaviour
OB 5	Determinants of personality
OB 6	Personality traits
OB 7	Theories and principles of Learning
OB 8	Group norms
OB 9	Group cohesiveness
OB 10	Individual conflict
OB 11	Interpersonal conflict
OB 12	Group conflict
OB 13	Transactional Analysis
OB 14	Theories of motivation
OB 15	Maslow's need hierarchy theory
OB 16	Herzberg's two factor theory
OB 17	Vroom's Expectancy theory
OB 18	Financial and non-financial incentives
OB 19	Objectives of Organisational Effectiveness
OB 20	Factors of Organisational Development

SEMINAR TOPICS BBA (S3)
SUBJECT : BM 1361.2- CONSUMER BEHAVIOUR

TOPIC NO:	TOPICS
CB 1	Nature of Consumer behaviour
CB 2	Need for studying consumer behaviour
CB 3	Elements in buying behaviour
CB 4	Individual determinants of consumer behaviour
CB 5	Consumer behaviour and decision making models
CB 6	Factors influencing buying decision models
CB 7	Economic models
CB 8	Howard sheith model
CB 9	Black box model
CB 10	Basics of market segmentation
CB 11	Requirements of good market segmentation strategies
CB 12	Loyalty marketing
CB 13	Post purchase dissonance
CB 14	Satisfaction and dissatisfaction behaviour
CB 15	Right of consumers
CB 16	disputes redressal agency
CB 17	Consumer research process
CB 18	Scope of Consumer behaviour
CB 19	Understanding buying behaviour
CB 20	complaint behaviour

SEMINAR LIST S3 BBA (2021 batch)

S.No	Enrollment	Name of Candidate	BEP	CR	CMA	FS	OB	CB
1	862211002	RAMZEENA S	BEP 1	CR 1	CMA 1	Fs 1	Ob 1	Cb1
2	862211004	AROMAL S						
3	862211005	ABIN B						
4	862211007	SHIMNA N						
5	862211008	R ASHOK RAJ						
6	862211009	THUSHARA VINAY CHANDRAN						
7	862211013	JYOTHI S M						
8	862211014	RUKSANA A N	BEP 2	Cr 2	CMA 2	Fs 2	Ob 2	Cb2
9	862211016	MEENAKSHI ANILKUMAR						
10	862211017	TEENA BABU						
11	862211018	REMYA MANIKANDAN						
12	862211021	JESEENA K						
13	862211022	ANSIYA A						
14	862211023	SABITHA U S						
15	862211024	MANU MICHAEL	BEP 3	CR 3	CMA 3	Fs 3	Ob 3	Cb3
16	862211025	KISHORE K						
17	862211026	AKASH S S						
18	862211028	SREELEKSHMI D						
19	862211029	NIDHIN PRASAD A						
20	862211032	ANUPAMA RAJ D S						
21	862211033	SEENA SURENDRAN V S						
22	862211034	SRUTHI S I	BEP 4	CR 4	CMA 4	Fs 4	Ob 4	Cb4
23	862211035	PRASAD.S.R						
24	862211036	RESHMA S						
25	862211037	AUGUSTEENA JAMES						
26	862211038	GOPIKA S KUMAR						
27	862211039	VYSHNAV M S						
28	862211040	NIKHIL RAJ A						

29	862211041	NAYANA L ANIL	BEP 5	CR 5	CMA 5	Fs 5	Ob 5	Cb5
30	862211042	THASHRIFA T						
31	862211043	AKSHAY BABU						
32	862211044	PETER JAMES						
33	862211045	ANEESH P S						
34	862211046	NADANIYA JAFAR						
35	862211047	FAIHA FOUZ VAZEER	BEP 6	CR 6	CMA 6	Fs 6	Ob 6	Cb6
36	862211049	SYAMILI M S						
37	862211050	VYSHNAV R KRISHNAN						
38	862211051	NIDHIN GOUTHAM M V						
39	862211052	MOHISINA S						
40	862211056	BINSHA S						
41	862211058	PRICHIN C P	BEP 7	CR 7	CMA 7	Fs 7	Ob 7	Cb7
42	862211059	GANESHAN V P						
43	862211060	LUBAINA JALAL						
44	862211061	KAVYESH LAL S D						
45	862211063	JANITH						
46	862211065	SHIHINA N						
47	862211066	NAIZAM I S	BEP 8	CR 8	CMA 8	Fs 8	Ob 8	Cb8
48	862211067	BHARATH K AJITH						
49	862211070	ARUN M						
50	862211071	MUHAMMED FAHAD						
51	862211072	MUHAMMAD SAHIL H						
52	862211073	NIHAL N						
53	862211074	NOUFAL S	BEP 9	CR 9	CMA 9	Fs 9	Ob 9	Cb9
54	862211075	SAHEER S						
55	862211076	SAIDALI SHAJAHAN						
56	862211077	SAJINA SALIM						
57	862211078	SHAMNAD S						
58	862211079	SHARON S						
59	862211080	SIDHARDH SUNIL	BEP 9	CR 9	CMA 9	Fs 9	Ob 9	Cb9
60	862211081	SIDHARTHAN R						
61	862211082	SONU JINU VARGHESE						

62	862211083	SOOFIYA NAVAS						
63	862211084	SWATHI KRISHNA KUMAR						
64	862211085	USMAN DILEEP	BEP 10	Cr 10	CMA 10	Fs 10	Ob 10	Cb10
65	862211086	VIMAL L K						
66	862211087	VISHNU VIJAY						
67	862211088	SHAFI SIYAD						
68	862211089	MUHAMMAD SAIDALI						
69	862211090	ABDUL REHMAN.F						
70	862211091	AL AMEEN						
71	862211092	AL SATHIL AJITH	BEP11	CR 11	CMA 11	Fs 11	Ob 11	Cb11
72	862211093	AMAL SUNEER						
73	862211094	AMEEN HUSSAIN						
74	862211095	ANFAZ AHAMAD N						
75	862211096	AMEEN JALAL						
76	862211097	ANSHAD						
77	862211098	ANVAR F						
78	862211099	ASHIQ A	BEP 12	CR 12	CMA 12	Fs 12	Ob 12	Cb12
79	862211100	ASHNA SHANAVAS						
80	862211101	ATHIL ANVAR						
81	862211104	HARIKRISHNAN.R.S						
82	862211105	JASAR HUSSAIN N						
83	862211106	MOHAMMED ALFIN ROSHAN						
84	862211107	MOHAMMED FIROZ						
85	862211108	MOHMED ASIF.S	BEP 13	CR 13	CMA 13	Fs 13	Ob 13	Cb13
86	862211111	GAUTHAM S KUMAR						
87	862211112	SANJAY THOMAS						
88	862211117	NIMITHA.M.N						
89	862211122	GANAS G						
90	862211125	ANGEL C						
91	862211128	ALEX R						
92	862211129	AKSHAY MUKUND .P.V						
93	862211133	GOPU P U						
94	862211134	AKASH ANAND A S						

95	862211135	SAJITHBABU.B.P	BEP 14	CR 14	CMA 14	Fs 14	Ob 14	Cb14
96	862211137	AKHIL RAVI						
97	862211139	ASWINI A S						
98	862211141	BLESSON Y	BEP 15	CR 15	CMA 15	Fs 15	Ob 15	Cb15
99	862211144	AA RAHMAN						
100	862211151	RESMI G NAIR						
101	862211152	NEETHU RAJ M						
102	862211153	ABHIJITH S						
103	862211156	ELIZABETH A JOHN	BEP 16	CR 16	CMA 16	Fs 16	Ob 16	Cb16
104	862211157	SARANYA.U. M						
105	862211159	RENJITH M L						
106	862211160	ARUNIMA N S						
107	862211164	AMBILY R						
108	862211165	LIYANA MOHAMMED SALAM						
109	862211166	BIJO JOSE						
110	862211168	BIJIN BABOY	BEP 17	CR 17	CMA 17	Fs 17	Ob 17	Cb17
111	862211169	ASHIK NAZEER						
112	862211170	A JISHAL MON						
113	862211171	RINI RAHEL RAJU						
114	862211172	ANZIL N						
115	862211177	ALLEN JOY						
116	862211178	SRUTHI C DAS						
117	862211180	ANJU C S						
118	862211183	AFIZE ANSARI	BEP 18	CR 18	CMA 18	Fs 18	Ob 18	Cb18
119	862211184	NIKHIL V P						
120	862211185	MANYA SAJEEV						
121	862211186	ARYAN.A						
122	862211192	ANEESH ALEX						
123	862211200	SHREERAM RAMESH						