

**UNIVERSITY OF KERALA**  
**SCHOOL OF DISTANCE EDUCATION**  
**3 YEAR BBA (SDE) PROGRAMME**

**SECOND SEMESTER ASSIGNMENT QUESTIONS**

**INSTRUCTIONS TO THE STUDENTS**

1. Assignments should be written in your own hand writing and submit the same to the Coordinator, BBA –SDE programme, SDE, Karyavattom, University of Kerala
2. Date of submission of 1<sup>st</sup> and 2<sup>nd</sup> semester will be announced through SDE website
3. Each assignment should be written in about 10 pages and the problems need to be solved as per the procedure.
4. Assignments received at the office of the SDE after the submission date will not be evaluated
5. Each subject assignments will be evaluated for 10 marks.
6. The course coordinator will publish the assignment marks (10) along with seminars and discussions marks (10) in SDE website.

**ENGLISH 2**

1. You have to send the Boucher of your company to familiarise your products. Write a covering letter to the purchase manager of XYZ Limited.
2. Prepare a CV to apply in a multinational company.
3. Elaborate on the six fundamental principles to communication
4. What are the advantages of using Audio-Visual aids in presentations
5. Rewrite the passage given below to one-third of its length

Men are not made in the same mould, like a lot to bricks. It would have ill-suited the wants of the world if it had been so. Consequently, even in the same country, men differ in disposition, and inclination and manners, and opinion, more probably than they do in face or form. And between the people of different countries the contrast is even more striking. We have then, also, different sentiments, different sympathies, different hopes, different ways altogether. It

will always be so. So long as there are different minds, there will be different views on all matters that admit of opinion. So long as there are different degrees or latitude and longitude, as well as differing circumstances there will be different interests' different attachment and different habits. It behoves us, therefore, to cultivate a generous spirit of forbearance towards those, of whatever race, who may think differently and act differently, from ourselves. Even though we may be convinced that they are wrong, if we know them to be sincere, we should still bear with them and give them credit for their sincerity. This is the virtue of toleration or bearing with others when we may differ from them, or may not like their ways. Toleration should be shown in all differences of opinion on even the highest matters of life and death; and there it is of more value than anywhere else. When we cannot agree with one about a point of science, or philosophy, or faith, we can at least agree to differ from him, and there is an end. We must always remember that we are all likely to make mistakes and possess weaknesses, and that we ourselves need the same forbearance and sympathy. We are, besides, all of the same human brotherhood, and should, "like brothers, agree".

### Financial Management

1. Define financial management. Explain the nature and scope of financial management
2. Define cost of Capital. How we can compute the cost of debt, equity and preference capital.
3. Explain different theories of capital structure.
4. Discuss the role of working capital in a trading concern. Explain different sources of working capital.
5. A company is considering two projects, A and B; following are other details.

Projects	Investment outlay(Rs.)	Cash inflows(Rs.)				
		I year	II Year	III Year	IV Year	V Year
A	2,50,000	Nil	75,000	85,000	1,25,000	1,50,000
B	3,50,000	75,000	1,50,000	1,45,000	1,20,000	85,000

The company's cost of capital is 10%.

Evaluate the projects by calculating;

- i. Payback period
- ii. NPV
- iii. IRR
- iv. Profitability index

### E-commerce and Cyber law

- 1 Define e-commerce and explain its various types.
2. Explain the working of electronic payment system.
3. Explain the steps in building an e-business application.
4. How we can design a website with the help of Google sites. (CASE)
5. Write a note on the legal provisions against cyber crimes in India

### **MARKETING MANAGEMENT**

1. Write a note on Evolution of Marketing
2. Explain briefly Segmentation, Targeting and Positioning
3. Write short notes on a) BCG matrix b) Product Line
4. Explain in detail Promotion Mix
5. Explain briefly 7P's of marketing with examples(CASE)

### **HUMAN RESOURCE MANAGEMENT**

1. Write a note on functions of HRM
2. Explain briefly Human Resource Planning
3. Write short notes on a) Personnel management b) QWL c) QC
4. Explain Performance Appraisal and methods of performance appraisal
5. Explain Training and Development and methods of training

### **BUSINESS REGULATORY FRAMEWORK**

1. Write a note on Law of Contracts
2. Explain briefly Rights and Duties of Bailor and Bailee
3. Write short notes on a) Sale of Goods Act b) Consumer Protection Act c) Goods and Services Tax
4. Explain Evolution of GST in India and Applicability of CGST and SGST
5. Explain a) Sale Goods and Their Classifications b) Condition on Warranties