

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)