

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

**BM 1441 Entrepreneurship Development**

1. Write short notes on
  - a) Entrepreneurship
  - b) MSME
  - c) Business Incubators and start ups
  - d) Venture Capital
2. State the role of Entrepreneurship in Economic Development of our country(CASE)
3. Describe the Industrial and commercial policy of MSME in Kerala

4. Describe in detailed about Project life cycle .Also comment on the feasibility analysis of project
5. Discuss in detailed the role of institutions /schemes in Entrepreneurial development

### **BM 1442 Business Ethics and Corporate Governance**

1. Define Ethical values. State the features and importance of Ethical values.
- 2 Elaborate the different steps in building and maintaining organisational culture
3. Describe the strategies and models of Corporate Social responsibility of business. (case study)
4. Describe the various committees on corporate governance .List out the role of independent directors in corporate Governance
5. Write short notes on
  - a) Corporate Culture
  - b) Ethical committee
  - c) Organisational culture
  - d) Social responsibility of business

### **BM 1443 Operations Management**

1. Describe with suitable example the different types of plant layout(Case)
2. Differentiate between MRP 1& MRP 2
3. Describe in detailed about various inventory control systems
4. Describe in detailed how control charts such as X chart R chart and P chart is constructed for process control
5. Write short notes on
  - a) Business Process Reengineering
  - b) JIT and KANBAN
  - c) Quality Circles

d) six sigma

**BM 1444 Skill Enhancement and Employability Orientation**

1. Elaborate the methods for effective time management
2. Describe the methods to manage meetings and what are the elements of meeting. Explain the different types meeting arrangements
3. Explain the factors to be considered while writing acceptance and rejection letters. Make a format for drafting a resignation letter (Case)
4. Describe the points to be considered while writing CV. Draft a CV for an employment in an IT firm
5. Describe the various processes in an interview. How can exit interview effectively implemented in an organisation

**BM 1461.1 Human Resource Development and Organisational Culture**

**Elective Course Stream 1: Human Resource Management**

1. Describe the various organisational theories with suitable examples in an organisation(case)
2. Describe the methods of measuring culture in an organisation. How the culture in an organisation can be communicated
3. Describe the importance of training. Describe the various methods of training and mechanism of evaluation of training
4. Describe the trend of HRD in IT sector and health care sector in India
5. Illustrate Transactional Analysis with suitable examples

**BM 1461.2 Advertising and Sales promotion**

**Elective Course Stream 2 : Marketing Management**

1. State the importance of Advertising Budget. What are the different types of Advertising Agency and its function?
2. Describe the social, moral and ethical issues in advertising with examples(case)
3. Describe the objectives and functions of sales management. Justify the relationship between sales promotion and advertising
4. Describe the various advertising methods used in an organisation. Explain the methods used for ensuring the effectiveness of advertising
5. Describe the various promotion tools of consumer, sales force, trade promotion

**ELECTIVE COURSE STREAM III: FINANCE  
COURSE 2: BM 1461.3- INDIRECT TAXES**

**Assignment questions**

1. Write a note on GST and state different types.
2. Write a note on customs duty.
3. Write a note on central excise duty.

**SEMESTER – IV**

**ELECTIVE COURSE STREAM IV: TOURISM  
MANAGEMENT COURSE 2: BM 1461.4- AIR CARGO  
MANAGEMENT**

**Assignment questions**

- 1 Write a note on IATA
- 2 Write a note on DGR
- 3 Write a note on customer clearance procedures