

BBA (2021 batch) S6 ASSIGNMENT QUESTIONS

INSTRUCTIONS TO THE STUDENTS DIRECTLY ENROLLED THROUGH SDE:

- 1. Assignments shall be handwritten in one's own handwriting and the same shall be submitted to the Coordinator (BBA), School of Distance education, University of Kerala.**
- 2. Each Assignment shall be of 10 pages and the problems need to be solved.**
- 3. Total marks for each Assignment is 10.**
- 5. Assignments can be submitted at SDE or should be sent through speed post/courier.**

Core: BM 1641 Management Information System

1. What is the information required at various level of management activity?
2. Explain the steps involved in constructing or developing the DSS? (CASE)
3. Explain briefly about the prototype approach and classical SDLC approach?

Core: BM 1642 International Business

1. Discuss the different modes through which the firm enters into International Business?
2. a) Explain Balance Of Trade? b) What are the difference between FERA and FEMA
3. Explain the stages in Product Lifecycle?(CASE)
4. What are the functions of ADB?

Core: BM 1643 Strategic Management

1. Define strategic management and examine its characteristics.
2. Explain Porter's 5 forces model. Substantiate it with examples
3. Strategies are flexible and adaptable? Justify.(CASE)

BUSINESS COMMUNICATION

1. What do you mean by grapevine communication?
2. What are the barriers to communication?
3. What are functions of the bank?
4. What is business letter? Explain its structure and uses.(Case)
5. What are the contents of resume?

BM 1661.1 - PERFORMANCE MANAGEMENT

1. Define Performance management
2. Differentiate performance management and performance appraisal
3. Define Performance consulting
4. Explain the role of Performance consulting

BM 1661.2 Retail Management

1. What do you mean by Retailing?
2. What are the functions of retailing?
3. Discuss the Emerging Trends in Retailing
4. Discuss Ethical Issues in Retailing

PROJECT APPRAISAL AND ANALYSIS

1. Project Management
2. Project cycle management
3. Market analysis of a project
4. Sensitivity Analysis
5. PERT / CPM

TRAVELS AND TOUR OPERATIONS MANAGEMENT

Write a note on

1. IATA
2. Travel formalities and documents
3. Components of an itinerary
4. Tourist retention programs
5. Computerized Reservation System