

**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 15 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. Explain briefly CSR
4. Write short notes on
  - a) GATT
  - d) Social Audit
  - e) Technology transfer

## CORE COURSE: BM 1342 CORPORATE REGULATIONS

1. Explain briefly characteristics and types of company
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. What are the functions of a management accountant?
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 profit for the year after adjustments Rs. 1,00,000.

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. What is meant by Venture capital. Explain different stages of venture financing
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.
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 behavior? Discuss the different elements in Buying behaviour
2. Explain Consumer behavior and the various decision making models?
3. What is meant by Market segmentation
4. Write short notes
  - a) Howard sheith model,
  - b) Black box model
  - c) Post purchase dissonance
  - d) Loyalty marketing.