

**Nalanda Open University**  
**Assignment (Session 2016-2019)**  
**(Year of Issue -2017 for Examination 2018)**  
**Bachelor of Business Administration (B.B.A) Part-II**

**Instruction for submission of Assignment**

Each student shall be required to submit two assignments in each theory paper of all programmes where no practical/project work is prescribed. For this purpose, the University administration will set out and provide to each student three different topics in each theory paper; out of which he/she will be required to write out and submit assignment work only on two topics of his/her choice in the answer book provided to him/her for this purpose by the University. Both the assignments, each carrying equal marks, shall be evaluated for the purpose of examination. It is again emphasized that writing of two assignments in each theory paper, where no practical / project work is prescribed, is compulsory and unless it is done and assignment copy submitted to the University on the date of the examination of the theory portion of the concerned paper, the study requirement of the student will not be taken to have been completed and he/she will be declared to have failed. Besides, it has, now, been decided by the University to club the marks obtained by a student in his/her assignment work /project work with the marks obtained by him/her in the written examination of that paper to determine his/her pass percentage in the concerned paper. Hence, it is in student's interest that he/she submits the assignment work in time. Students are also advised to prepare their assignments very carefully and meticulously. They must write assignment in their own handwriting. Assignment answers should not be copied from the learning material supplied by the University or from any other source. Assignments must be submitted in the answer books provided to the students by the University for this purpose. In no case, assignment written in private copy will be accepted by the University. In case of loss of assignment copy, fresh assignment copy may be procured from the University on payment of Rs.100.00 by bank draft. Similarly, Project-Work, wherever prescribed, must also be submitted by the fixed date, failing which the student will be deemed to have failed in the concerned subject.

**PAPER-VII**

**(HUMAN RESOURCE MANAGEMENT)**

**Answer Any Two Questions.(सभी प्रश्न 10-10 अंकों के हैं)**

1. Describe various methods of wage payment in brief.  
मजदूरी भुगतान की विभिन्न विधियों का संक्षेप में वर्णन कीजिए ।
2. What is recruitment? What are its types? Describe the methods of recruitment.  
भर्ती क्या है? यह कितने प्रकार की होती है? भर्ती करने की विधियों का वर्णन कीजिए ।
3. Describe the role and functions of human resource management.  
मानव संसाधन प्रबंध की भूमिका एवं कार्यों का वर्णन कीजिए ।

**PAPER-VIII (STRATEGIC MANAGEMENT)**

**Answer Any Two Questions.(सभी प्रश्न 10-10 अंकों के हैं)**

1. Explain in detail the features of strategic management.  
व्यूहचरणात्मक प्रबंधन की विशेषताओं की सविस्तार व्याख्या कीजिए ।
2. What is strategy? Explain strategic decision-making.  
व्यूहचरणा क्या है? व्यूहचरणात्मक निर्णयन की व्याख्या कीजिए ।
3. What is Benchmarking? Discuss its characteristics.  
बेंचमार्किंग क्या है? इसकी विशेषताओं का विवेचन कीजिए ।

**PAPER-IX (MARKETING MANAGEMENT)**

**Answer Any Two Questions.(सभी प्रश्न 10-10 अंकों के हैं)**

1. Define marketing management and describe its objectives.  
विपणन प्रबंधन को परिभाषित कीजिए तथा इसके उद्देश्यों का वर्णन कीजिए
2. Describe different methods of price determination.  
मूल्य निर्धारण की विभिन्न विधियों का वर्णन कीजिए ।
3. What is marketing research? Explain its objectives.  
विपणन अनुसंधान क्या है? इसके उद्देश्यों की व्याख्या कीजिए ।

**PAPER-X (BUSINESS FINANCE)**

**Answer Any Two Questions. (सभी प्रश्न 10-10 अंकों के हैं)**

किन्हीं पाँच प्रश्नों के उत्तर दीजिए। सभी प्रश्नों के अंक समान हैं।

1. Describe the sources of finance of a company.  
एक कम्पनी के वित्तीय स्रोतों का वर्णन कीजिए।
2. Explain the functions of a finance manager.  
वित्त प्रबंधक के कार्यों की व्याख्या कीजिए।
3. What is financial decision-making? Discuss its various aspects.  
वित्तीय निर्णयन का क्या अर्थ है? इसके विभिन्न पहलुओं का विवेचन कीजिए।

**PAPER-XI (MANAGEMENT INFORMATION SYSTEM)**

**Answer Any Two Questions. (सभी प्रश्न 10-10 अंकों के हैं)**

1. Explain in details System Development Life Cycle.  
प्रणाली विकास जीवन चक्र की व्याख्या विस्तार में करें।
2. What is testing? Discuss evaluation of testing.  
परीक्षण क्या है? परीक्षण के मूल्यांकन की विवेचना कीजिये।
3. Describe the implementation of Management Information System.  
प्रबंधन सूचना प्रणाली के कार्यान्वयन का वर्णन कीजिये।

**PAPER-XII (FINANCIAL MANAGEMENT)**

**Answer Any Two Questions. (सभी प्रश्न 10-10 अंकों के हैं)**

1. What is financial decision-making? Discuss its various aspects.  
वित्तीय निर्णयन क्या है? इसके विभिन्न पहलुओं का विवेचन कीजिए।
2. What is Financial Control? Discuss popular methods of Financial Control.  
वित्तीय नियंत्रण क्या है? वित्तीय नियंत्रण की प्रचलित विधियों का वर्णन कीजिए।
3. Describe the functions of Stock Exchange Market.  
स्कन्द विनिमय बाजार के कार्यों का वर्णन कीजिए।