

**Assignment Number: 1**  
**Course code: BBA-211**  
**Class: BBA -III**  
**Title-Marketing management**  
**Last Date for Submission: 11<sup>th</sup> Sep, 2017**

**Instructions**

1. Write the responses to the assignment in your own handwriting.
2. Submit the responses to your HOD within the due date.

Write your Name, Programme, and Enrolment No. clearly at the top of the page

**Question:-1**

- a) Explain the core concept of marketing.
- b) Define marketing services and explain its relevance in modern society.

**Question;-2**

- a) Explain in brief the process involved in personal selling.
- b) Identity and describe problems and challenges for marketing managers in relation to changing environment.

**Assignment Number: 1**  
**Course code: BBA-212**  
**Class: BBA -III**  
**Title-Organizational Behaviour**  
**Last Date for Submission: 11<sup>th</sup> Sep, 2017**

**Instructions**

1. Write the responses to the assignment in your own handwriting.
2. Submit the responses to your HOD within the due date.

Write your Name, Programme, and Enrolment No. clearly at the top of the page

**Question:-1**

- a) Explain about Formal and Informal organization.
- b) Discuss about the managerial skills required in various levels of organization.

**Question;-2**

- a) What are the various challenges that are faced by modern organizations?
- b) Discuss various roles of a Manager.

**Assignment Number: 1**  
**Course code: BBA-213**  
**Class: BBA -III**  
**Title-Management Accounting & Financial Services**  
**Last Date for Submission: 11<sup>th</sup> Sep, 2017**

**Instructions**

1. Write the responses to the assignment in your own handwriting.
2. Submit the responses to your HOD within the due date.

Write your Name, Programme, and Enrolment No. clearly at the top of the page

**Question:-1**

- a) Explain the core concept of Management Accounting.
- b) Define financial services and explain its relevance in modern society.

**Question;-2**

- a) What is the difference between Cost accounting and Management Accounting?
- b) What are the objectives of management accounting?

**Assignment Number: 1**  
**Course code: BBA-214**  
**Class: BBA -III**  
**Title- Consumer Behaviour**  
**Last Date for Submission: 11<sup>th</sup> Sep, 2017**

**Instructions**

1. Write the responses to the assignment in your own handwriting.
2. Submit the responses to your HOD within the due date.

Write your Name, Programme, and Enrolment No. clearly at the top of the page

**Question:-1**

- a) What is the difference between consumer and customer?
- b) What are the various factors affect the consumer behavior?

**Question;-2**

- a) Define the role of salesmen to shape the buying behavior of consumer.
- b) Define the role of technology in FMCG sector.