

**Assignment Number: 2**  
**Course code: BBA - 211**  
**Class: BBA III**  
**Title: Marketing Management**  
**Last Dates for Submission: 23<sup>rd</sup> Oct, 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) Define levels of product.
- b) Define the concepts of marketing mix?

**Question:-2**

- a) Define the new product planning & development process?
- b) Explain product life cycle with the help of graphical diagram along with suitable examples

**Assignment Number: 2**

**Course code: BBA-212**

**Class: BBA- III SEM**

**Title-Organizational Behaviour**

**Last Date for Submission: 23rd October, 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) Define the term Group. Why do people work in Group?
- b) What are the various types of formal and informal groups?

**Question:-2**

- a) Distinguish between Team and Group. How is an effective team developed?
- b) What do you understand by organizational Climate?

**Assignment Number: II**  
**Course code: BBA213**  
**Class: BBA-III**  
**Title: Management of Financial Services**

**Last Dates for Submission: 23 Oct, 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 do you understand by Credit Rating? Go to any financial institution , get your credit rating and share your experience.
- b) Visit any bank , know about the credit cards & it's offering and explain them on a chart.

**Question:-2**

- a) What do you understand by depository system? Describe its benefits too.
- b) Explain the term Venture Capital? Also give an example of it?

**Assignment Number: 2**  
**Course code: BBA -214**  
**Class: BBA III**  
**Title: Consumer Behaviour**  
**Last Date for Submission: 23<sup>rd</sup> Oct, 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) Define the black box model of consumer behavior.
- b) Define the specific models of consumer behavior.

**Question:-2**

- a) Define the role of advertising in the marketing process.
- b) Explain the process of communication with the help of Wilber Schramm's Model.

