

PMB Gujarati Commerce College Indore
BBA VI SEM ASSIGNMENT 2019

Max.Marks 20

Note: Attempt all questions.

All question carry equal marks.

Assignment should be submitted on A4 size in writing.

Date of submission 18 April 2019 at 10 a.m.

Subject- Retail Management

- Q.1 Explain the concept of the retail life cycle.
- Q.2 Explain various kind of retail formats adopted in changing scenario either their characteristics.
- Q3 What is the importance of a retail brand.
- Q4 What is the role of the internet technology in the retail industry.
- Q5. Write short note on retail management.

Subject-Total Quality Management

- Q.1. What is PDCA Cycle ? Explain the benefits of using it in industries.
- Q.2. Explain Deming's 14 points. Comment on seven deadly diseases associated with traditional management practices.
- Q.3. What do you mean by Six Sigma? Explain the goals and methodology of 'Six Sigma'.
- Q.4 What is Statistical Process Control? What are the benefits of its application? List the tools used for problem solving.
- Q.5. Explain ISO 9000 certification and ISO 14000.

Subject-Marketing Services

- Q.1 Define service marketing. Discuss the importance of service marketing in day to day life.
- Q.2 Explain the various risks involved in the purchase of services also describe the ways to minimize these risks.
- Q.3 What are the various situations common in service encounters? Explain.
- Q.4. Write a note on target marketing in the marketing services.
- Q. 5 What do you mean by service quality? How service provider can develop and maintain quality of services?

Subject-Consumer Behaviour

- Q.1 Explain the consumer decision making process?
- Q.2 Explain how values affect attitude of a person?
- Q.3 What is Personality? How it determines the consumer behaviour?
- Q.4 What do you understand by 'Reference Group'?
- Q.5 Explain the various models of Consumer Behaviour?

Subject- Merchant Banking and Financial Services

- Q.1 Write a short note on 'Security broking and SEBI regulations'.
- Q.2 Write a short note on : Factoring, Bill Discounting and Forfeiting.
- Q.3. Differentiate between Leasing and Hire Purchase.
- Q.4. Explain the role of financial services in financial system.
- Q.5. Discuss the role played by the Merchant Banker in an IPO.

Subject- International Finance

- Q.1 Discuss the effects of international trade on domestic supply and demand.
- Q.2 Explain major components of Balance of Payment.
- Q.3. Distinguish between the spot market and forward market for foreign exchanges.
- Q.4. Write a short note on ADR and GDR?
- Q.5. Briefly explain the Purchasing power parity theory.

Subject- Indian Ethos in management

- Q.1 Discuss the concepts of Business Ethics. What is the need of ethics in Business ?
- Q.2 Distinguish the term Secular & Spiritual values.
- Q.3 Explain Gandhi an Approach in management & Trusteeship.
- Q.4 Write down the Basic Requisites for ethics Globally.
- Q.5 What are the implications of Mahabharat and Ramayan in management ?

Subject- Strategic Management

- Q.1 What do you mean by Strategic management? Explain the process of strategic management.
- Q.2 Explain the concepts of Mission and Objectives ? What is the reason behind changes occur mission & Objectives.
- Q.3 What do you mean by Environmental scanning ? Explain it's components?
- Q.4 What is the concept of Corporate Strategy ? Explain the difference between Offensive & Defensive Strategy.
- Q.5 Explain the process of Evolution? What are the components of Strategic control process.