

Directorate of Distance Education  
Swami Vivekanand Subharti University  
II Year

**BACHELOR OF BUSINESS ADMINISTRATION**

**(B.B.A)**

**B.B.A/ASSIGN/ III/SEM/A-2020-21**

**Assignments**

**(For JUNE Academic Batch-2020-21)**

**B.B.A-301, B.B.A-302, B.B.A-303, B.B.A-304, SEC-01**



DIRECTORATE OF DISTANCE EDUCATION

SWAMI VIVEKANAND SUBHARTI UNIVERSITY

Subhartipuram, NH-58, Delhi-Haridwar-Meerut

By-Pass Road, Meerut- 250 005

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**Detail of Program**

<b>Course Code</b>	<b>Name of Subject</b>	<b>Page No.</b>
BBA-101	Macroeconomics	3
BBA-102	Principles of Marketing	4
BBA-103	Computer Applications in Business Management	5
BBA-104	TAX PLANNING	6
SEC-01	Personality Development and Communication Skills	7

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Course Code : BBA-301  
Course Title : Macroeconomics  
Assignment No. : BBA-301/ A-2020-21  
Maximum Marks : 15  
Words : 100 words

Attempt all questions.

All questions carry equal marks.

Q.1 What is National Income?

Q.2 Define Macroeconomics.

Q.3 Explain the various methods of measuring National Income.

Q.4 Discuss the concept. of "investment multiplier" and explain its importance

Q.5 Explain the scope of Macroeconomic

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Course Code : BBA-302  
Course Title : Principles of Marketing  
Assignment No. : BBA-302/ A-2020-21  
Maximum Marks : 15  
Words : 200 words

Attempt all questions.

All questions carry equal marks.

- Q.1 What are the macro marketing environmental forces?
- Q.2 Define services.
- Q.3 Describe the key demographic trends that have provided opportunities to the marketer
- Q.4 Describe the bases for segmenting consumer market.
- Q.5 Describe the characteristics of services.

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Course Code : BBA-303  
Course Title : Computer Applications in Business Management  
Assignment No. : BBA-303/ A-2020-21  
Maximum Marks : 15  
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1 Write a short note on Traditional file System.
- Q.2 What do you understand by the term Network Protocol?
- Q.3 Explain the structure of DBMS in detail.
- Q.4 Explain TCP/IP in detail.
- Q.5 What do you understand by DBMS?

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Course Code : BBA-304  
Course Title : Tax Planning  
Assignment No. : BBA-304/ A-2020-21  
Maximum Marks : 15  
Words : 200 words

Attempt all questions.

All questions carry equal marks.

Total Marks : 15

Q.1 Write a short note on Tax Planning.

Q.2 What is tax incidence?

Q.3 Describe the features of Tax Planning.

Q.4 "The Income-tax Act gives absolute exemptions in respect of certain income, while some income is included in the total income for determining the rate only". Discuss.

Q.5 What are the different categories of assessee according to their residential status?

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Course Code : SEC-01  
Course Title : Personality Development and Communication Skills  
Assignment No. : SEC-01/ A-2020-21  
Maximum Marks : 15  
Words : 200 words

Attempt all questions.

All questions carry equal marks.

Total Marks : 15

Q.1 Write a short note on communication skill.

Q.2 Describe the types of communication.

Q.3 What do you mean by active and passive listening skills?

Q.4 What is Business communication.

Q.5 What are office Memorandums?