

Assignment Notice-BBA II Year

Financial Management

Note: Solve all the questions compulsorily and submit on 15th October. Each question carries equal marks.

1. Critically evaluate the assertion that "**Profit Maximization**" can serve as the sole, guiding objective of financial management in a modern, publicly-held corporation.
2. Discuss the theoretical limitations of using a **single, firm-wide cost of capital** for evaluating all capital budgeting projects, regardless of their operational focus.
3. Explain the fundamental **trade-off between profitability and liquidity** that defines a firm's working capital strategy. Illustrate how an excessively **aggressive working capital financing policy** impacts both measures, and detail the inherent risks associated with such a reliance on short-term funding.
4. Financial ratios provide quantitative insights, yet they suffer from significant theoretical and practical limitations that can distort a firm's true performance picture.
5. Explain the **three-component structure** of the **DuPont Equation** for calculating Return on Equity (ROI).
6. Distinguish clearly between **Permanent Working Capital** and **Temporary Working Capital**.
7. Define the **Cash Conversion Cycle (CCC)** and explain its significance as a metric of efficiency in working capital management.
8. Critically evaluate the general assumption that all efforts should be made to minimize the investment in current assets like **Accounts Receivable** and **Inventory**.
9. The **Net Present Value (NPV)** rule is widely considered theoretically superior to the **Internal Rate of Return (IRR)** rule.
10. Explain the complex relationship and theoretical independence between a firm's **investment decision** (Capital Budgeting) and its **financing decision** (Capital Structure).

Note: Handwriting and Paper: The entire assignment must be self-handwritten on A4-size pages.

Binding: Do NOT use a plastic folder, spiral binding, or any elaborate cover. The pages must be secured simply by taping over the staples (or using strong tape along the edge) to ensure pages are firmly held together.

Front Page Structure: The first page of your assignment must be formally structured and contain the following details only:

College Name:	SRGP Gujarati Professional Institute
Class:	BBA II year
Faculty's Name:	Dr. Sunil Kumar Verma
Student Name:	_____
Assignment Submission Date:	15/10/2025

Shri RGP Gujarati Professional Institute, Indore

Class: BBA II Year

Subject: Human Resource Management

Assignment Questions

Q.1 Define Human Resource Management (HRM). Explain its concept, objectives, and major functions in an organization.

Q.2 Describe the process and importance of Job Analysis.

Q.3 Discuss the future challenges of Human Resource Management in the era of globalization and digital transformation.

Q.4 Differentiate between Recruitment and Selection. Explain the steps involved in each process and discuss how both contribute to hiring the right candidate for an organization.

Important Information for Assignment Submission:

1. Maximum Marks: 20 marks for each assignment.

2. Submission Deadline: On or before 15th October 2025.

3. Format: Assignments must be hand written on A4 size pages.

4. FrontPage: All students must use the prescribed front page format for their assignments.

5. Submission Time: Assignments must be submitted in person between 12:00p.m. and 2:00p.m. before the last date.

6. Students are instructed **not to use plastic folders** while submitting the assignment

Front page format for Assignment:

College Name	
Class	BBA II
Faculty's Name	Dr. Barkha Gupta
Roll No.	
Student Name	
Assignment Submission date	

09/10/2025

Assignment Notice-BBA II Year

Marketing Research

Note: Solve all the questions compulsorily and submit on 15th October. Each question carries 5 marks.

1. Define Marketing Research. Discuss the applications of Marketing Research in various decisions in marketing management.
2. Discuss in detail the ethical issues in Marketing Research.
3. Discuss various types of marketing research.
4. Explain the significance of consumer research.

Note: The self-handwritten assignment on A4-size pages is to be submitted without a plastic folder. Assignment front page to be formally structured as per the following format :

College Name	SRGP Gujarati Professional Institute
Class	BBA II year
Faculty's Name	Dr. Shraddha Sharma
Student Name	
Assignment Submission date	

Dr. Shraddha Sharma

Subject Faculty-Marketing Research

Shri RGP Gujarati Professional Institute, Indore

Class: BBA II Year

Subject: MarketingManagement

Assignment Questions

Q1. Define the concept of marketing mix elements.

Q2. Define the concept of Segmentation, targeting and positioning.

Q3. Recommend strategies for Growth.

Important Information for Assignment Submission:

1. **Maximum Marks:**20 marks for each assignment.
2. **Submission Deadline:** On or before 15thOctober 2025.
3. **Format:** Assignments must be hand written on A4 size pages.
4. **FrontPage:** All students must use the prescribed front-page format for their assignments.
5. **Submission Time:** Assignments must be submitted in person between 12:00p.m.and 2:00p.m before the last date.
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Front page format for Assignment:

College Name	
Class	BBA II
Faculty's Name	Dr. Ruchita Shandilya
Roll No.	
Student Name	
Assignment Submission date	

Shri RGP Gujarati Professional Institute, Indore

Class: BBA II Year

Start up and Entrepreneurship

Assignment Questions

Question 1: Entrepreneurship Basics

Differentiate an Entrepreneur and a Manager by their stance on risk. What is the main role change for an entrepreneur between the startup and growth phases?

Question 2: Institutional Support (DIC)

State the main objective of the District Industries Centre (DIC). List three key functions of the DIC.

Question 3: Institutional Support (MSME)

Name the two metrics used to classify MSMEs.

Question 4: Rural and Women Entrepreneurship

Identify two unique challenges of rural entrepreneurship.

How does institutional support specifically assist women entrepreneur?

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4. **FrontPage:** All students must use the prescribed front-page format for their assignments.
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Front page format for Assignment:

College Name	
Class	BBA II
Faculty's Name	Prof.Mitesh Joshi
Roll No.	
Student Name	
Assignment Submission date	

Shri RGP Gujarati Professional Institute, Indore

Class: BBA II Year

Subject: Digital Marketing

Assignment (four) questions based on the topic of Unit 1:

1. What is e-commerce, and what are its key benefits for businesses and consumers?
2. Describe the different types of e-commerce business models (B2B, B2C, C2C, etc.) and provide examples of each.
3. What are the key considerations for designing and launching a successful e-commerce website?
4. Discuss the scope of e-commerce and its potential impact on traditional brick-and-mortar businesses.

Important Information for Assignment Submission:

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4. **FrontPage:** All students must use the prescribed front-page format for their assignments.
5. **Submission Time:** Assignments must be submitted in person between 12: 00p.m. and 2:00p.m before the last date.
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Front page format for Assignment:

College Name	
Class	BBA II
Faculty's Name	Dr. Pratyush Trivedi
Roll No.	
Student Name	
Assignment Submission date	

Shri RGP Gujarati Professional Institute, Indore

Class: BBA, BCA, B.Com II Year

Subject: English

Assignment Questions

Q.1 What is the theme of the poem daffodil?

Q. Explain the phase of women's life as shown in the poem the Bangle seller?

Q.3 Write the summary of patriotisms beyond politics?

Q.4 write the essay -1. Student life and social media 2. The importance of English in the globalized economy? (any one)

Important Information for Assignment Submission:

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2. Submission Deadline: On or before 15thOctober 2025.

3. Format: Assignments must be hand written on A4 size pages.

4. FrontPage: All students must use the prescribed front page format for their assignments.

5. Submission Time: Assignments must be submitted in person between 12:00p.m.and 2:00p.m before the last date.

6. Students are instructed not to use plastic folders while submitting the assignment

Front page format for Assignment:

College Name	SRGPGPI, Indore
Class	
Faculty's Name	
Roll No.	
Student Name	
Assignment Submission date	

Shri RGP Gujarati Professional Institute, Indore
Class: BBA II Year
Subject: Financial Markets and services

Assignment Questions

- Q.1 Describe the components of Financial System.
Q.2 What are the various Credit Rating Agencies in India.
Q.3 Explain the importance of Venture Capital Management
Q.4 Explain the concept of Merchant Bankers in detail

Important Information for Assignment Submission:

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- 4. FrontPage:** All students must use the prescribed front page format for their assignments.
- 5. Submission Time:** Assignments must be submitted in person between 12:00p.m. and 2:00p.m. before the last date.

Front page format for Assignment:

College Name	
Class	
Faculty's Name	
Roll No.	
Student Name	
Assignment Submission date	

Shri RGP Gujarati Professional Institute
Class Assignment
BBA-II Year
Organization Behavior

Q-1: Write a detailed note on OB-models.

Q-2: What do you understand by personality? Discuss in detail various determinants of personality.

Q-3: Compare and contrast Maslow's hierarchy of needs theory with ERG and Herzberg's two-factor theory.

Q-4: What do you understand by learning? Discuss in detail various theories of learning.

Important Information for Assignment Submission:

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- 4. FrontPage:** All students must use the prescribed front page format for their assignments.
- 5. Submission Time:** Assignments must be submitted in person between 12: 00p.m. and 2:00p.m before the last date.
- 6.** Students are instructed **not to use plastic folders** while submitting the assignment

Front page format for Assignment:

College Name	
Class	BBA II
Faculty's Name	Dr.Sapna Premchandani
Roll No.	
Student Name	
Assignment Submission date	

Shri RGP Gujarati Professional Institute Indore
Class: {BCA/BBA/B.COM} II Year
Subject: Personality Development

Assignment (four) questions based on the topics of Unit 1:

1. What is Personality? Explain determinants of personality.
2. Explain any two theories of personality.
3. Define Personality and provide example of any famous personality with its characteristics.
4. Write down the criticism of Kretschmer's theory.

Important Information for Assignment Submission:

- 1. Maximum Marks:** 20 marks for each assignment.
- 2. Questions:** A minimum of four questions should be given for each subject.
- 3. Submission Deadline:** On or before 15th October 2025.
- 4. Format:** Assignments must be handwritten on A4 size pages.
- 5. Front Page:** All students must use the prescribed front page format for their assignments.
- 6. Submission Time:** Assignments must be submitted in person between 12:00 p.m. and 2:00 p.m. to the concerned faculty before the last date.

Assignment Front Page Format:

College Name	
Class	
Faculty's Name	
Faculty's Name	
Roll No.	
Student Name	
Assignment Submission date	

Assignment

Subject: Women Empowerment

Name Of The Student - Class Sr. No.-

Class:

Course: - Foundation, Second Paper

Max.M.-20

Instructions: - (i) Attempt all the section. (ii) choice the correct answer in section (A).

(iii) last date of submission 16 **October 2025.**

Section (A)- Objective type question.

8×0.5=4

1 When is the International Women's Day celebrated worldwide?

- a) 8 March b) 8 May c) 18 February d) 1 March.

2 Domestic violence involves

- a) Physical violence only b) Mental violence only
c) Violence inside the house d) All of the above.

3 Widows' Home in Poona was established by _____

- a) Tarabai Shinde b) Rokeya Hussain c) Pandita Ramabai d) Savitribai Phule.

4 First female chief justice of high court of India was-

- a) Omana Kunjamma b) Pratibha Patil c) Savitribai Phule. d) Leila Seth.

5 Which story found in Rigveda?

- a) Shiva and Parvati b) Indra and Indrani c) Brhaspati and Juhu d) Bhrama and Saraswati.

6 The State to make provision for securing just and humane conditions of work and for maternity relief

- a) Article 42 b) Article 45 c) Article 14 d) Article 15.

7 The governor general who abolished the custom of Sati

- a) Lord Ripon b) Lord Canning c) Lord Dalhousie d) Lord William Bentinck.

8 The current minister for the Ministry of Women and Child Development

- a) Mrs. Smriti Irani b) Priyanka Gandhi c) Mamta Bannerjee d) Annpurna Devi.

SECTION (B)

1) The Ministry of Women and Child Development is implementing various schemes/ programmes to bring women into the mainstream of all the sectors in the country in order to empower them. Write the short note on the following scheme and act . 5×2=10

- a) Swadhar Greh Scheme
b) Ujjawala Scheme
c) Beti Bachao Beti Padhao(BBBP)
d) THE DOWRY PROHIBITION ACT, 1961.
e) Pradhan Mantri Matru Vandana Yojana (PMMVY).

2) Give a short description of Ahilya bai holkar, Rani Durgawati and Mary Kom.

3×2=6

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- 4) **FrontPage:** All students must use the prescribed front page format for their assignments.
- 5) **Submission Time:** Assignments must be submitted in person between 12: 00p.m. and 2:00p.m before the last date.
- 6) Students are instructed **not to use plastic folders** while submitting the assignment
- 7) **Front page format for Assignment:**

College Name	
Class	
Faculty's Name	Dr. Swati Agnihotri
Class sr. number	
Student Name	
Subject	Women Empowerment
Assignment Submission date	