

SRGP GUJARATI PROFESIONAL INSTITUTE

BBA1ST YEAR

ADVERTISING SALES PROMOTION AND MANAGEMENT

Question 1: Trace the evolution of advertising in India from traditional media to digital platforms, and discuss its core concept, importance, functions, and objectives with Indian examples.

Question 2: Differentiate between commercial and non-commercial advertising (objectives, audience, media, outcomes), and explain the role of non-commercial ads in driving public awareness.

Question 3: Design a complete mobile phone advertisement (copy, slogan, offer, chosen media), and contrast its marketing appeals with a non-commercial healthy eating campaign.

Question 4: What is media planning? Discuss major advertising media types, the factors influencing media selection, and the role of ad agencies in campaign execution.

Question 5: Outline the stages of starting an advertising agency, and explain how to design an effective cinema/radio campaign for a cricket product while managing client relations.

Shri RGP Gujarati Professional Institute

Course: BBA 1st Year

Subject: Principles and Practice of Management

Assignment Questions: Unit I & Unit II

Instruction:-Each answer should be detailed and within 500–700 words.

Q1. Discuss the concept of Management in the Indian Knowledge Tradition. Explain how Indian ethos, spiritual values, and Indian models of management contribute to modern managerial practices.

Q.2 Define Modern Management. Elaborate on its nature, scope, and core importance in contemporary organizations, and discuss the primary functions of management in detail.

Q3. What is planning? Explain the step-by-step process of planning in an organization and highlight its importance in achieving goals.

Q4. Explain the concept of Management by Objectives (MBO). Discuss the key steps involved in the MBO process, along with its major advantages and limitations.

Q5. Define Strategies and Policies in management. Explain their significance in managerial decision-making and differentiate between Planning and Forecasting.

Shri RGP Gujarati Professional Institute Indore
Class: BBA I Year
Subject: Business Communication

ASSIGNMENT (Unit 1&2): All 5 Questions are compulsory

(500-700 Words each, 10 Marks each)

Q1. What is the meaning and main principles of communication in Indian traditions? Explain how Indian traditions help us communicate respectfully in modern businesses today.

Q2. Explain the difference between Oral (spoken), Written, and Symbolic (using pictures or colors) communication in Indian culture. Give simple examples of symbols used in communication.

Q3. Describe communication in the Vedic Tradition. How was knowledge passed down from generation to generation by listening and remembering? *(10 Marks)*

Q4. Define Modern Business Communication. Explain its importance and types, such as formal, informal, upward, downward, and horizontal communication. *(10 Marks)*

Q5. What are Linguistic Barriers (language problems) in communication? How do difficult words or language differences create confusion, and how can we fix them? *(10 Marks)*

SHRI RGP GUJARATI PROFESSIONAL INSTITUTE
B.COM I YEAR
BUSINESS ECONOMICS

Answer all five questions. Each question carries 10 marks, and the answer to each question should be written in approximately 500–700 words. All questions are compulsory.

1. What do you mean by economics ? Classify the definitions of economics.
2. Discuss kautilya's policies and sources on taxation as outlined in the arthashastra. explain the relationship between state welfare and people's prosperity in kautilya
3. Discuss the nature and scope of economics. write a note on positive and normative economics.
4. Define managerial economics and discuss its nature and scope.
5. who is managerial economist? Examine his role and responsibilities in business management.

Business Statistics

ASSIGNMENT / QUESTION PAPER

Name: _____ Class/Semester: _____

Roll No.: _____ Date: _____

Instructions

1. Answer all five questions.
2. Write detailed and well-organized answers with suitable examples wherever necessary.
3. Keep the answers neat, clear, and properly numbered.
4. Use graph paper for diagrammatic representation.

Q.1. Distinguish clearly between primary and secondary data. Explain the various methods of collecting primary and secondary data and point out their relative merits and demerits.

Q.2. Using following table draw 'less than' and 'more than' ogive and determine the values of the median and two quartiles.

Class:	0-7	7-14	14-21	21-28	28-35	35-42	42-49	49-56
Frequency:	1	4	8	14	17	13	10	7

Q.3. Calculate mean, median and mode from the following data:

Marks less than:	10	20	30	40	50	60	70	80
No. of Students:	15	35	60	84	96	127	198	250

Q.4. Discuss in detail the importance of statistics with special reference to business and industry.

Q.5. What is the concept of measure of central tendency? What are its objectives and functions? Explain the properties of a good average.

— End of Question Paper —

SHRI RGP GUJARATI PROFESSIONAL INSTITUTE

BBA FIRST YEAR (2026-2027)

ENGLISH LANGUAGE AND CULTURE

ASSIGNMENT QUESTIONS :

Answer the following questions

1. What is the central idea of "Where the Mind is Without Fear"?
2. Discuss the theme of religious tolerance in Viveka-nanda's Chicago speeches, with special reference to the "Response To Welcome" and the final session.
3. Explain the different reading techniques with special reference to skimming and scanning.
4. Explain how to identify the main idea or theme of a passage.
5. Why are inference and conclusion important in reading comprehension ?

SHRI RGP GUJARATI PROFESSIONAL INSTITUTE ,INDORE

BBA – 1 ST YEAR

FINANCIAL ACCOUNTING

ASSIGNMENT QUESTIONS

Q1. Define Accounting. Explain its objectives, advantages and limitations.

Q2. Distinguish between Book Keeping, Financial Accounting, Cost Accounting and Management Accounting.

Q3. What is Accounting Equation? Explain its concept with suitable examples.

Q4. Journal Entries:

Prepare Journal Entries for the following transactions:

- a) Started business with cash ₹1,00,000.
- b) Purchased goods for cash ₹20,000.
- c) Purchased goods on credit from Ravi ₹15,000.
- d) Sold goods for cash ₹25,000.
- e) Sold goods on credit to Mohan ₹18,000.
- f) Paid rent ₹5,000.
- g) Paid salary ₹7,000.
- h) Received cash from Mohan ₹10,000.
- i) Paid Ravi ₹8,000.
- j) Purchased furniture for cash ₹12,000.

Q5. Trial Balance:

From the following balances, prepare a **Trial Balance** as on 31st March 2026:

Particulars	Amount (₹)
Capital	1,50,000
Cash	25,000
Purchases	60,000
Sales	90,000
Rent	8,000
Salaries	12,000
Furniture	20,000
Debtors	35,000
Creditors	30,000
Drawings	10,000

