SHRI GRP GUJARATI COLLEGE, INDORE,

SUBJECT – ACCOUNTING FOR MANAGERIAL DECISION

CLASS- BBA 2ND YEAR (FINANCE)

ASSIGNMENT QUESTION

NOTE:- Attempt all five questions each question carry 10 marks.

Q1. Define Management Accounting. Explain its features, objectives, scope, advantages and limitations.

प्रबंधकीय लेखांकन (Management Accounting) की परिभाषा दीजिए। इसकी विशेषताओं, उद्देश्यों, क्षेत्र, लाभों एवं सीमाओं को समझाइए।

Q2. Explain the relationship between Management Accounting and Financial Accounting. Also distinguish between them.

प्रबंधकीय लेखांकन एवं वित्तीय लेखांकन के बीच संबंध समझाइए। दोनों के बीच अंतर भी स्पष्ट कीजिए।

Q3. Define Marginal Costing. Explain its meaning, importance, advantages and limitations.

सीमांत लागत निर्धारण (Marginal Costing) की परिभाषा दीजिए। इसके अर्थ, महत्त्व, लाभ एवं सीमाओं को समझाइए।

Q4. Distinguish between Marginal Costing and Absorption Costing. Explain the major differences between these two methods.

सीमांत लागत निर्धारण एवं पूर्ण लागत निर्धारण (Absorption Costing) के बीच अंतर स्पष्ट कीजिए। इन दोनों विधियों के प्रमुख अंतरों को समझाइए।

Q5. Calculate BEP, P/V Ratio and Margin of Safety

The following information relates to a company:

- Selling price per unit: ₹100
- Variable cost per unit: ₹60
- Total fixed cost: ₹1,20,000
- Actual sales: 4,000 units

Calculate:

(a) Contribution per unit

(b) Profit-Volume (P/V) Ratio

(c) Break-Even Point in units and sales value

(d) Margin of Safety in units and rupees.

एक कंपनी से संबंधित निम्नलिखित जानकारी दी गई है:

- प्रति इकाई विक्रय मूल्य: ₹100

- प्रति इकाई परिवर्तनीय लागत: ₹60
- कुल स्थिर लागत: ₹1,20,000
- वास्तविक बिक्री: 4,000 इकाइयाँ

गणना कीजिए:

(a) प्रति इकाई योगदान

(b) लाभ-मात्रा अनुपात (P/V Ratio)

(c) इकाइयों एवं बिक्री मूल्य में सम-विच्छेद बिंदु

(d) इकाइयों एवं रुपये में सुरक्षा का अंतर (Margin of Safety)।

Assignment Questions
Banking and Insurance

Q.1 Describe the evolution of Banking Industry in India

Q.2What are the different types of Banks.

Q.3What are the various types of Negotiable Instruments.Explain

Q.4What do you mean by CRM.Explain the stages in CRM process

Q.5Write short note on: Reserve Bank of India

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BUSINESS ENVIRONMENT

ASSIGNMENT

Q1. Business Environment is dynamic. Comment on the above statement.

Q2. Explain in detail PESTEL analysis, with example.

Q3. Define in detail the Internal and External environmental component of environment.

Subject: Logistics and Supply Chain Management

Submit a self-handwritten assignment without plastic folder or file .

Note: All questions are compulsory. Each question carries 10 marks.

Q1. Explain Kautilya's guidelines on storage and inventory control. Discuss their relevance to modern supply chain management.

Q2. Discuss the role of ancient Indian trade routes and the Shreni (Guild) system in the development of integrated supply chains.

Q3. Define Supply Chain Management and explain its objectives and different decision phases with suitable examples.

Q4. Discuss the historical significance of ancient Indian ports such as Lothal, Bharuch, and Surat as early trade and distribution hubs. Explain their contributions to domestic and international trade.

Q5. Explain the role and importance of network design in supply chain management. Discuss the key factors, framework, and models used in supply chain network design.

Dr. Shraddha Sharma

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Marketing Management

ASSIGNMENT

1.Define marketing and discuss its nature, core objectives, and basic approaches. How does modern marketing differ fundamentally from the traditional selling concept?

2.Explain the various Marketing Management Philosophies (such as the Selling, Marketing, and Holistic Marketing concepts). Briefly describe the four elements of the traditional Marketing Mix and their role in the marketing environment.

3.Discuss the key decisions involved in Branding and Packaging. How do these elements contribute to an effective product strategy?

4.Outline the components of the Promotion Mix (advertising, sales promotion, publicity, personal selling, and public relations).

5.Compare the major pricing methods and strategies used by modern businesses, and discuss how the philosophy of Gram Swarajya (village self-reliance) can guide successful rural marketing.

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BBA – 2nd Year

Marketing Research

ASSIGNMENT QUESTIONS

1. Define Marketing Research, and comprehensively explain its core concept and primary objectives in a business context.
2. Critically evaluate the advantages and limitations of Marketing Research, illustrating how these limitations impact managerial decision-making.
3. Describe the market research methodology utilized for analyzing competition and consumer markets in the current business landscape.
4. Detail the various types of marketing research by providing comprehensive explanations of Consumer Research, Product Research, Sales Research, and Advertising Research.
5. Explain the broad applications of marketing research for modern organizations, providing examples of how it shapes business strategy.

Dr. Sunil Kumar Verma

Assignment Questions

Product and Brand Management

Word Limit: 500–700 words each

Q1. Explain the concept and importance of Product Management. Discuss the major components and objectives of product management, the roles and responsibilities of a Product Manager, and explain how effective product management contributes to the success of a product in a competitive market.

Q2. Explain Product Mix and Product Line Decisions with suitable examples from the FMCG sector. Discuss the major growth strategies for FMCG products and explain how traditional Indian product management practices, including indigenous branding, product quality, product design, and product positioning, can contribute to modern FMCG business success.

Q3. Explain the New Product Development (NPD) Process in detail. Discuss the major stages involved in developing a new product, from generation and screening of ideas to commercialization. Also explain the importance of testing new products in local fairs with suitable examples.

Q4. Discuss the latent factors behind the success and failure of a product. Explain the major reasons why products succeed or fail in the market. Also discuss Product Elimination Strategies and the importance of identifying suitable seasonal product ideas for effective product management.

Q.5 Explain Brand Management and Branding. Discuss the benefits and characteristics of a brand, brand perspectives and major branding decisions. Briefly explain Global Branding, its advantages and disadvantages, and the use of symbols and marks on traditional pots and weaves as an early form of branding.

Shri RGP Gujarati Professional Institute Indore
Class: BBA II Year
Subject: Training & Development

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

(500-700 Words each, 10 Marks each)

1. Explain the concepts of Guru-Shishya Parampara, Learning by Doing (Anubhava Jnana), and learning through listening and memory (Sruti-Smriti).
2. Discuss how methods like Upanishadic questioning, Panchakosha (five layers of personality), and Yoga/Mindfulness improve learning.
3. What is the difference between Training and Employee Development?
4. Why is training called a two-way process?
5. What are the 3 main phases of learning?

ORGANISATIONAL BEHAVIOUR (OB)

Assignment Questions

1. What is impression management? Explain the tactics and techniques of impression management.

2. What are the Upanishads? Explain their relevance in management in detail.

3. Define personality. Discuss the major determinants and attributes of personality that influence organisational behaviour (OB).

4. What do you mean by perception? Explain in detail the various factors affecting perception.

5. Define learning. Discuss the relevance of learning theories in organisational behaviour (OB).

BBA II Year

Vocational-Ecommerce Assignment

1. Explain the key features of e-commerce?
2. What is a business model in Ecommerce?
3. Outsourcing vs inhouse development of a website in e commerce?
4. Explain the various types of manpower associated with E-Commerce activities. Discuss the roles and responsibilities of different personnel involved in E-Commerce.
5. Explain E-Marketing, E-Tailing, Online Services, and E-Auctions as major applications of E-Commerce.

Geetam Vadalia 10-10-2026