

DIRECTORATE OF DISTANCE EDUCATION

011 - B.B.A (E/M)

SECOND SEMESTER

Academic Year: 2021 - 2022

ASSIGNMENT TOPICS

This booklet contains assignment topics. Students are asked to write the assignments for *FIVE* papers as per instructions.

Last date for submission -: **15.05.2022**

Last date for submission with late fee `300/-:31.05.2022

NOTE:

- 1. Assignments sent after **31.05.2022** will not be evaluated.
- 2. Assignments should be in the own handwriting of the student concerned and not type-written or printed or photocopied.
- 3. Assignments should be written on A4 paper on one side only.
- 4. All assignments (with Enrolment number marked on the Top right hand corner on all pages) should be put in an envelope with superscription "BBA Assignments" and sent to The Director, Directorate of Distance Education, Annamalai University, Annamalainagar 608 002 by Registered post.
- 5. No notice will be taken on assignments which are not properly filled in with *Enrolment Number* and the *Title* of the papers.
- 6. Students should send full set of assignments for all papers. Partial assignments will not be considered.

ASSIGNMENT INSTRUCTIONS

Write assignments on **FIVE**questions in each paper. For each question the answer should not exceed 4-pages. Each assignment carries 25 marks (5questions). You are expected to write **FIVE** questions for every subject.

Dr. R SINGARAVEL DIRECTOR

011E1210 – பகுதி-IIசெய்யுளும் இலக்கணமும்-II

- 1. சீவகன் கேமசரியார் இருவருக்கும் நடைபெற்றதிருமணம் குறித்துவிளக்குக.
- 2. முதின் முல்லைப் பாடல் கருத்தினைதெளிவுபடுத்துக.
- 3. உருபுமயக்கம் விளக்கம் தருக.
- 4. "புறப்புண் ணாணிவடக்கிருந்ததோனே" விளக்குக.
- 5. சீவகன் வழிப்போக்கனுக்குக் கூறியஅறிவுரைகள் யாது?

Or

Part - I Hindi Prose - II

दो कीसप्रगंगव्याख्या कीजिए

- जबतकसॉस, तबतकआस । डॉक्टरकोतोअवश्य दिखानाचाहिए, बाकीजैसीआपकीइच्छा ।
 मैंनेतुझे पुकाराथा, परबेबीकोनहीं । तुझे मालूमहैकिबेबीकोमेरेपासिकसवक्तलानाहोताहै औरिकसवक्तनहीं ।
- वापसी 'एकांकीकासारिलखकरलालचकापरिणामस्पष्ट समझाइए?
- 4.रात के राही की मिसलीलाकापात्र-चरित्रण लिखिए ?
- 5.कारक के भेदोको समझाइए ?

011E1220 -ENGLISH THROUGH LITERATURE II: POETRY

- 1. A Critical Appreciation of "Elegy Written in a Country Churchyard.
- 2. "My Last Duchess" as a Dramatic Monologue.
- 3. Significance of the title of the poem, "Mending Wall."
- 4. Evaluation of thought in "Snake."
- 5. English Verbs.

011E1230 -MANAGEMENT INFORMATION SYSTEM

- 1. What are the levels of MIS framework? Discuss.
- 2. Elaborate the elements of Management Information System.
- 3. What do you mean by Expert System? Explain.
- 4. Examine the various stages of system design.
- 5. What are the various phases of system development life cycle?

011E1240 -MARKETING MANAGEMENT

- 1. Consumer behaviour is the corner stone of all marketing efforts" Discuss
- 2. Critically comment about the marketing strategies adopted in various stages of Product Life Cycle (PLC) of your choice of product or service.
- 3. Evaluate the criteria for the selection of channels of distribution as middlemen.
- 4. Decision on pricing of both new and existing products and services of your choices.
- 5. Compare the effectiveness of anyone advertising and sales promotion of your choice.

011E1250 - FINANCIAL ACCOUNTING

- 1. What are the objectives of accounting?
- 2. Explain the Importance of Balance Sheet.
- 3. What is difference between single entry & double entry book keeping?
- 4. What are the causes of depreciation? Explain.
- 5. Explain the basic concepts related to admission of a partner.