

MANONMANIAM SUNDARANAR UNIVERSITY

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

INTERNAL ASSIGNMENT FOR EXAMINATIONS

B.B.A. – First Semester

பொதுத்தமிழ் - தாள் - 1

தமிழ் இலக்கிய வரலாறு

Sub-Code: J1TL11

1.) (அ) எட்டுத்தொகை, பத்துப்பாட்டு நூல்களை குறித்து எழுதுக.

(அல்லது)

(ஆ) அற இலக்கியங்களின் வைப்பு முறையை எடுத்துரைக்க.

2.) (அ) பன்னிரு திருமுறைகளின் வைப்பு முறையை விவரி.

(அல்லது)

(ஆ) சித்தர் இலக்கியங்கள் குறித்து கட்டுரை வரைக.

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General English - I (Part II English)

Sub-Code: J2EN11

- 1.) (A) Explain the character of Malala from the 1st chapter of “I am Malala”.

(OR)

- (B) Delineate “Alice Fell” poem by Words worth.

- 2.) (A) Write a critical appreciation of the poem “Stopping by woods on a snowy Evening” by Robert Frost.

(OR)

- (B) Eluminate the fairies in “The Magic Brocade”.

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Principles of Management

Sub-Code: JMBA11

- 1.) (A) Give the role and functions of different levels of management with practical examples.

(OR)

- (B) Explain the process of managerial decision making and the types of decision making used by manager.

- 2.) (A) Record the evolution of scientific management and the different school of thoughts and approaches.

(OR)

- (B) Internal and External ethical issues faced by Indian business and the logical ways to manage the same.

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Accounting for Management - I

Sub-Code: JMBA12

- 1.) (A) Explain the basic concept, convention and objectives of accounting.

(OR)

- (B) Discuss about subsidiary book, cash book, bank book. Also explain bank reconciliation statement with its uses.

- 2.) (A) Define Hire Purchase. Explain the types of Hire purchase its Trading Account and installment system.

(OR)

- (B) Elaborate on features, Defects, Differences in single entry system and double entry system with its advantage and disadvantage.

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B.B.A – First Semester

Managerial Economics

Sub-Code: JEBA11

- 1.) (A) Relationship between Micro, Macro economics with that of Managerial economics. How it will be useful for an organization?

(OR)

- (B) Demand – Meaning, Types determinant of demand and its elasticity.

- 2.) (A) Explanation on Factors of production and how law of return to scale and economics of scale useful to business?

(OR)

- (B) Explain Pricing methods and strategies with the objective and example each method.

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Basics of Event Management

Sub-Code: JSBA11

- 1.) (A) Define Event Designs and Develop plans for handling any five different events of your choice.

(OR)

- (B) Derive the feasibility of conducting the following events:

- i.) A North Indian Marriage in Tamilnadu.
- ii.) Product launch event. Also explain it using SWOT analysis.

- 2.) (A) Derive and Develop the 5p's of event for

- i.) Marathon Race
- ii.) South Indian Marriage.

(OR)

- (B) Give the types of Budget for an event Explain the suitability of different types of budgeting.

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B.B.A – First Semester

Managerial Communication

Sub-Code: JFBA11

- 1.) (A) Write the Principles of effective communication and the barriers for its effectiveness.

(OR)

- (B) Write the different layouts of business letter and mention the occasions for each layout with a sample letter for each layout.

- 2.) (A) Explain the different components of Body language. Write the pros and cons for each component.

(OR)

- (B) Explain the modern forms of communication and its features. How and when each form is used in business life of a manager.