

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

**DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION**

**INTERNAL ASSIGNMENT**

**Name of the Programme : BBA**

**Semester : VI**

**Name of the Subject & Code : JMBA61 & Entrepreneurial Development**

**Assignment Question No :**

1. (a) Describe the functions of an entrepreneur and their contribution to economic development.

Or

(b) Discuss the techniques for generating innovative business ideas and explain the steps involved in starting a small-scale industry.

2. (a) Explain the process of preparing a business plan. Discuss the importance of feasibility study and project appraisal in business plan development.

Or

(b) Explain the various government schemes supporting start-up businesses in India and discuss the role of women entrepreneurs along with schemes available for their development.

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**INTERNAL ASSIGNMENT**

**Name of the Programme** : BBA

**Semester** : VI

**Name of the Subject & Code** : JMBA62 & Strategic Management

**Assignment Question No** :

1. (a) Explain the different levels of strategy in an organization.

Or

(b) Describe Porter's Five Forces model and its role in competitor analysis.

2. (a) Explain the BCG Matrix and its categories with examples.

Or

(b) Explain the role of top management in strategy implementation with examples.

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**Name of the Programme** : BBA

**Semester** : VI

**Name of the Subject & Code** : JMBA63 & Services Marketing

**Assignment Question No** :

1. (a) Explain the evolution and growth of the service sector and its contribution to economic development.

Or

- (b) Examine distribution methods for services, including direct, indirect, and digital channels.

2. (a) Describe methods of measuring service quality, including the SERVQUAL model, with examples.

Or

- (b) Critically evaluate the various pricing methods used in services and their effect on customer demand.

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**Name of the Programme : BBA**

**Semester : VI**

**Assignment Question No :**

1. (a) Describe the history and evolution of e-business with examples.

Or

- (b) Discuss the role and modules of ERP software in e-business with examples.

2. (a) Evaluate various security mechanisms and protocols used to protect e-commerce and electronic payment systems.

Or

- (b) Describe various E-Marketing strategies and techniques with examples.

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**INTERNAL ASSIGNMENT**

**Name of the Programme** : BBA  
**Semester** : VI  
**Name of the Subject & Code** : JEBA62 & Business Taxation  
**Assignment Question No** :

1. (a) Describe the structure of the tax system in India.

Or

(b) Explain the meaning, purpose, and procedure of PAN, TDS, and Advance Tax, including rates and filing.

2. (a) Explain the functions and powers of customs authorities, including assessment, seizure, investigation, and recovery of duties.

Or

(b) Describe capital goods under GST and explain the levy and collection mechanism of tax.

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**INTERNAL ASSIGNMENT**

**Name of the Programme** : BBA

**Semester** : VI

**Name of the Subject & Code** : JNBA61 & Quantitative Aptitude

**Assignment Question No** :

1. (a) Describe the Classification of Numbers

Or

(b) Discuss in detail about probability of combinations.

2. (a) Explain different types of data sufficiency problems.

Or

(b) Discuss the formulas for clock calculations.