**Pragnya Education Trust’s**

**Pragnya college of management & computer studies,**

**Handewadi, Pune-411060, 2017-18**

**Assignment**

**Class: B.B.A Semester II**

**Subject: Principle of Management**

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a) Explain the concept of Management as an Art and Management as a Science?

b) Describe the 14 principles of Henry Fayolin Management?

c) What is Forecasting? What are Advantages and Disadvantages of Forecasting?

d) Explain the need of change in the organisation? What are its merits and demerits?

**Subject: Principle of Marketing**

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a) Explain the Marketing Concepts and the various approaches of it?

b) Explain the Importance of 4P’s of marketing that includes Product, Place , Price and Promotion?

c) Describe the Internal and External Factors influencing marketing Environment?

d) Write a short note on:

1. Green marketing
2. Digital marketing

**Subject: Principle of Finance**

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(a) What is the Traditional and Modern approaches to financial management?

b) Explain External Sources of Finance?

c) Define the Term Capitalization in details?

d) State the criteria for determining capital structure ?

**Subject: Basics of Cost Accounting**

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a) Explain some Conceptual analysis of Cost Unit & Cost Centre?

b) Difference between Cost Accounting and Financial Accounting?

c) Write a note on Conceptual analysis of Cost Unit & Cost Centre?

d) Explain the preparation of process costing including Normal and Abnormal Loss/Gains,?

**Subject: Business Statistics**

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1. Write a note on:
   1. Variable
   2. Discrete variable
   3. Continues Variable

b) Explain the Types of Measure of Central Tendency?

c) Describe the Types of Measure of Dispersion?

d) Write short note on Determination of Mode and Median graphically?

**Subject: Business Informatics**

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a) Explain some of the Secondary Storage Devices - FD, CD, HDD, Pen drive?

b) Write the Functions and Types of Operating Systems along with Single user O.S., Multiuser O.S

c) Explain the Various Functions of MS Excel?

d) What are the different types of attacks can be detected while using Internet?