**Pragnya Education Trust’s**

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

**Handewadi, Pune-411060, 2019-2020**

**Assignment**

**Class: BBA Semester IV**

**Subject: Entrepreneurship & Small Business Management**

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a) Explain the Types of Entrepreneurs, Qualities and Functions of Entrepreneur?

b) State the different Factors influencing Entrepreneurship?

c) Define the Role of Entrepreneur in growth and development of the small business?

d) Write a note on:

1. Khadi and Village Industries Board (KVIB),
2. Rajiv Gandhi Udyami Mitra Yojana (RUGMY)
3. Prime Minister Employment Generation Program (PMEGP).

**Subject: Production & Operation management**

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a) Explain the different Methods of manufacturing and Plant layout?

b) Explain the Production Planning - Meaning, Definition, Objectives, Scheduling, Routing?

c) Explain the Meaning, Objectives, and Factors affecting production control?

d) Explain the Maintenance Management: Introduction, Meaning, Types, Planning, Scheduling, Techniques?

**Subject: Decision making and Risk Management**

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a) Write the Introduction, Concept, Problem definition and framing of Decision making and Risk Management?

b) Write a note on OODA Loop Model, Ladder of Inference?

c) Explain the Definitions of leadership and followership along with the Motivational theory?

d) How will you identify the resources that affect your power and influence? Also explain about the use and misuse of power?

**Subject: International Business Management**

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1. What are the different International Trade Theories and its applications on International Business Management?
2. What do you mean by Hecksher Ohlin Theory, Michael Porter’s Diamond model?
3. Explain the Nature Role and Importance of Multi-National Corporations in International Business?
4. Explain the Determination of exchange rate – Fixed, flexible and managed?

**Subject: Advertising. & Promotion Management**

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1. Explain how one should deal with the criticism in the Advertising?
2. Explain the advertising budget, advertising framework planning and organization?
3. What are advertising layouts, components, and layout format?
4. What are the different Growth and techniques used for the promotions?

Subject: Busines Taxation

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1. Explain the Income Tax Act -1961 and the history of Income Tax in India?
2. Write a note on:
   1. Canons of Taxation,
   2. Objectives of Income Tax
3. Explain the different heads of Income:

Income from Salary

Income from House Property

1. Explain the various types of ITR along with the procedure to file various online ITRs?

Subject: HRM Functions

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1. Explain the different terms of HRM-Promotion, Demotion, Transfer and Separation?
2. Differentiate between Job Evaluations V/S Performance Appraisals?
3. Give the Difference between Training and Executive Development?
4. Write a note on
5. HRM Practices
6. Human Resource Accounting (HRA)

Subject: Digital Marketing

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1. Explain the Concept and meaning of Digital Marketing along with Digital Marketing Process?
2. Give the general introduction to Web analytics and Web analytics levels?
3. Differentiate between Inbound vs Outbound Marketing?
4. Explain the steps to formulate the MARCOM strategy?

Subject: Financial Services

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1. Give the Introduction to Indian Financial System Structure of Financial system- financial institutions?
2. Write a note on:
3. Secondary markets: Meaning, functions and its Role in Economic Development
   1. Role of stock Exchanges in economic development
   2. Explain the Role of stock Exchanges in economic development. BSE, NSE, OTCEI- Functions?
4. Explain the Credit rating Agencies-Importance & Role Derivatives along with its Meaning & Definition, Importance?

Subject: Employee Recruitment & Record Management

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1. Explain the different levels for Manpower planning and the different techniques for Manpower planning?
2. Explain the different Traditional and New Methods of Recruitment?
3. Give the Importance of Employee records and Types of Employee records.
4. Explain the concept of Human Resources Cloud Powerhouse emerging technologies?