**Pragnya Education Trust’s**

**Pragnya College of Management & Computer Studies,**

**Handewadi, Pune-411060, 2021-2022**

**Assignment**

**Class: BBA Semester V**

**Subject: Research Methodology**

1. Give the Introduction to Research Methodology and Research Problem?
2. Explain the Challenges before Researchers in India?
3. Explain the Meaning of Research Design and Need for Research Design?
4. What is the Meaning and definition of Secondary Data along with Advantages and Limitations of Secondary Data?

**Subject: Database Administration and Data Mining**

1. Give the introduction to DBMS and the Objectives related to DBMS?
2. Explain the introduction to Database Administration and its purpose?
3. Explain the Applications, Advantages, Limitations of Data Warehousing?
4. Write a short note on:
* Data Mining
* Cloud Computing

**Subject: Business Ethics**

1. Explain the Meaning, Nature and Scope of Business Ethics?
2. Write a short note on:
	1. Ethical Code of Conduct in Global Business
	2. Leadership Ethics at the organizational level
3. What are the Health and Safety Issues in Organizations? Also explain the Workplace Safety, Measures to avoid accidents, Maintenance of Psychological well being of employees?
4. Explain the Government regulation agencies for Consumer protection and protecting consumer privacy online?

**Subject: Management of Corporate Social Responsibility**

1. Explain the Meaning and Definition along with the Sustainability and Stakeholders Management?
2. What is Scope of CSR Activities under Schedule VII?
3. What is the Computation of Net Profit’s implementation in India?
4. Write a note on Role of Non-profit & Local Self-Governance in implementing CSR?

**Subject: Marketing Environment Analysis and Strategies**

1. Explain the Marketing Microenvironment and Marketing intermediaries?
2. Explain the Analysis Parameters - Industry Size, Segment Size, Category Size, Segment wise contribution, Growth Patterns?
3. Write about Consumer Buying Behavior?
4. What are the CSF, KPI, BCG matrix, Porter’s 5 force analyses?

**Subject: Analysis of Financial Statements**

1. Explain the Introduction to Schedule III as per Companies Act2013?
2. Explain the Ratio Analysis, Fund Flow Statement?
3. Explain the Meaning, Importance, and Advantages & Limitations of Ratio analysis?
4. What are the Methods of Cash Flow Statements- Direct methods and indirect methods?

**Subject: Cross-Cultural HR & Industrial Relations**

1. Explain the Culture and Cross-Culture and the Six Dimensions of National Culture by Professor Geert Hofstede?
2. Write about Cross-Culture and Human Resource Management?
3. Explain the need and importance of Training Development and performance Appraisal?
4. Write a note on the Industrial Disputes Act, 1947?

**Subject: Legal Aspects in Marketing Management**

1. Write a short note on :
	1. Door step selling
	2. Tele sales and Direct Mail Sales
2. What are the different Laws for Broadcasting the Advertisement?
3. Explain the Concept of CRM, Terms and conditions related to CRM?
4. What are meaning and Importance of Pricing related laws?