



**KUVEMPU UNIVERSITY**  
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**TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS – 2015-16**

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**B.B.M. (Second Year)**

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**General Note:** Students are advised to read the separate enclosed instructions (in addition to the notes that are given below) before beginning the writing of assignments.

**Part I: Topics in Optional Papers**

**IMPORTANT NOTE FOR B.B.M. STUDENTS**

**Internal Assessment marks** of every **Optional Paper** are demarcated into: (i) 10 for Executive Skill Development Activity, (ii) 05 for Assignment Writing and (iii) 05 for regularity (attendance) to Counseling/ Contact Programme classes pertaining to the paper (Totally 20 marks). Therefore, the IA topics given below are to be answered only for 05 marks in each paper.

**Executive Skill Development Activity (ESkDA):** Students are to perform/ prepare reports of any 05 (five) Skill Development Activities. Each of the Skill Development Activity carries 2 marks ( $5 \times 2 = 10$  marks).

If less than five EskDA topics are given for any of the papers in the Syllabus Book, students are advised to repeat any of those topics twice but taking different case studies. In total 05 EskDA reports need to be prepared and submitted for each paper.

**NOTE:** Executive Skill Development Activity Reports and Answer to IA topics of each paper should be written/ presented within the combined 'Internal Assessment Assignment & Skill Development Activity Booklet' supplied to you. DO NOT USE booklets of your own.

**Paper 1: Law & Practice of Banking & Insurance**

(05 marks.)

1. Who is a Banker? Briefly explain the relationship between Banker and Customers.

**Executive Skill Development Activities for Paper – I**

1. Collect a specimen copy of opening an account in a bank.
2. Collect a specimen copy of cheque, pay in slip, withdrawal form & paste the same.
3. Collect a LIC policy form and tie it up.
4. Collect any one claim statement form of LIC.
5. Collect information regarding opening an Account & write the same.
6. Collect different types of accounting opening form & paste.

## **Paper 2: Management Information System and Computer Applications**

*(05 marks.)*

1. What are the main features of MS-Excel?

### **Executive Skill Development Activities for Paper – II**

1. List out the step to be followed while creating a company in tally.
2. Draw a flowchart of information follow in TPS.
3. Write a c-program greatest of 3 numbers.
4. Write different types of short cut keys in MS-Word & MS-Excel.
5. Write a diagram of system development gift cycle.
6. List out-the different-types of computer crimes.
7. List-out-the difference between information & data.

## **Paper 3: Business Law and Secretarial Practice**

*(05 marks)*

1. What is Article of Association? Explain the Process for alteration Article of Association.

### **Executive Skill Development Activities for Paper – III**

1. Collect and fill-up the “Power of Attorney” and “Gift deed”.
2. Collect and fill-up the ‘Affidavit’ and Vakalat form.
3. Collect the specimen copy of MOA and AOA.
4. Collect a specimen copy of prospectus for issue of shares.
5. Point-out and underline the factors related to legal points involved in the following case
  - a. Abdul Aziz Vs Masum Ali
  - b. Lalman Shukla Vs Gowridutt
6. List-out the rights and liabilities of a secretary of any company.
7. Visit a consumer court and explain the nature of consumer disputes referred for redresses

## **Paper 4: Taxation**

*(05 marks)*

1. Explain the Income tax Authorities.

### **Executive Skill Development Activities for Paper – IV**

1. List out a few Non-Residential Indian firm & companies in your town / locality.
2. PAN-filling of form 49-A
3. Collect the salary certificate of an employee of any organization.
4. List out at least 15 exempted Income from tax.
5. Compute tax liability of an Individual (Men/Women) using imaginary figures.
6. Collect the profit & loss A/C prepared by a Business firm in your city.
7. Filling of challan & making payment of tax.

## **Paper 5: International Business Environment & Small Business Management**

*(05 marks)*

1. Define a Multi-national Company. Explain the mode of operation in Multi-national Company.

### **Executive Skill Development Activities for Paper – V**

1. List out different trading block in international trade.
2. List out major MNC's in your area.
3. Make a survey of local political influence on business.
4. Identify special social, cultural & demographic features of your locality.
5. Analyze the element of globalization & role of W.T.O.
6. List of exemplary ethical practice that you have noticed in your area
7. Give your observations as to how technology has helped society

## **Paper 6: Marketing Management & Service Management**

*(05 marks)*

1. Define Marketing. Explain the concepts of Marketing.

### **Executive Skill Development Activities for Paper – VI**

1. Draft a marketing segmentation chart relating to any product.
2. List out the strategies adopted in marketing a product.
3. Prepare a modes advertisement copy for any consumer product.
4. Prepare a chart of product life cycle of any product.
5. Collect a specimen of a credit card-debit card & ATM.
6. Collect a advertisement copy of mutual fund schemes.
7. Draw a diagram showing factoring mechanism.

## **Part III: Topics in Compulsory Paper**

### **INDIAN CONSTITUTION**

**Topic  
Number**

*Answer all Topics*

**Maximum  
15 Marks**

1. Explain the composition and functions of Gramapanchayath?
2. Write a note on Citizenship?

*10 Marks*

*05 Marks*

