

BBA- I Semester (2023-26) WINTER VACATION ASSIGNMENTS

BBA-101: Principle and Practices of Management

1. Presentation on Directing
2. Presentation on Staffing
3. Presentation on Organizing

BBA-102: Micro Economics

1. Presentation on Demand & Supply
2. Theory of Firm
3. Consumer Behaviour

BBA-103: Macro Economics

1. National Income
2. Unemployment
3. Intro to Macroeconomics

BBA-104: Information Technology in Management

1. How to create a hyperlink in spreadsheet
2. What do you mean by www?
3. What is Network? Write a definition of LAN,MAN and WAN
4. Difference between Internet & Intranet.
5. Give the brief introduction about ICP/IP

BBA-105: Marketing Management

1. Presentation on concept of management
2. Presentation on Marketing Segmentation
3. Presentation on Consumer Behaviour
4. Presentation on Marketing Mix
5. Pricing Decision and product promotion.

BBA-106: Communicative English

1. What is Communication
2. How a communication can be effective?
3. Case studies on Communication, modes of communication, Telephone etiquette, process of Communication, 7c's of Communication, Types of Communication.