

NATIONAL BUSINESS COLLEGE

ASSIGNMENT

BBA 3rd YEAR

FINANCIAL MANAGEMENT

F.M- 100

Last Date to Submit: - 18th March

Answer all the questions: -

- (1) Discuss Capital Structure? What are the major determinants of capital structure?
- (2) What is risk? How can risk of an Assets be calculated? Explain.
- (3) Define funds flow statement and discuss its uses for management.
- (4) Describe the following in details:
 - (a) Bridge Finance
 - (b) Zero coupon Bond
 - (c) Capital Assets pricing Model
- (5) (a) Discuss the functions of the chief financial adviser.
 - (b) Describe the essential steps of a budgetary control system.

NATIONAL BUSINESS COLLEGE

ASSIGNMENT

BBA 3rd YEAR

HRM

F.M- 100

Last Date to Submit: - 18th March

Answer all the questions: -

Answer all the questions: -

- (1) Define Transfer & Promotion? What are the methods of promotion which is adopted by the organization?
- (2) What is HR Audit? What is the nature and purpose of a HR Audit? On what grounds it is criticized?
- (3) Performance Appraisal is a tool to measure efficiency and performance of the employees? Analyze the statement.
- (4) Describe the following in details:
 - (a) Induction & Placement
 - (b) Job Description
 - (c) Importance of motivation
- (5) (a) Discuss the impact of globalization on HRD.
 - (b) What is the difference between wages and Salary? Discuss the role of administration regarding its fixation.

NATIONAL BUSINESS COLLEGE

ASSIGNMENT

BBA 3rd YEAR

MARKETING MANAGEMENT

F.M- 100

Last Date to Submit: - 18th March

Answer all the questions: -

Answer all the questions: -

- (1) Explain market segmentation? What criteria is used for segmenting a market.
- (2) Define Advertising? Discuss the objectives and functions of advertising.
- (3) What do you mean by product life cycle? Explain its stages.
- (4) Discuss the factors that affect buyer behavior.
- (5) What are the various methods of pricing a product? Which you recommend and why?