



ANNAMALAI UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION

011 - B.B.A (E/M)

FIRST SEMESTER

Academic Year : 2021 - 2022

ASSIGNMENT TOPICS

This booklet contains assignment topics. Students are asked to write the assignments for **FIVE** papers as per instructions.

Last date for submission : **15.12.2021**

Last date for submission with late fee ₹ 300/- : **31.12.2021**

NOTE:

1. Assignments sent after **31.12.2021** will not be evaluated.
2. Assignments should be in the own handwriting of the student concerned and not type-written or printed or photocopied.
3. Assignments should be written on A4 paper on one side only.
4. All assignments (with Enrolment number marked on the Top right hand corner on all pages) should be put in an envelope with superscription "**BBA Assignments**" and sent to **The Director, Directorate of Distance Education, Annamalai University, Annamalainagar – 608 002** by **Registered post**.
5. No notice will be taken on assignments which are not properly filled in with *Enrolment Number* and the *Title* of the papers.
6. Students should send full set of assignments for all papers. Partial assignments will not be considered.

ASSIGNMENT INSTRUCTIONS

Write assignments on **FIVE** questions in each paper. For each question the answer should not exceed 4–pages. Each assignment carries 25 marks (5 questions). You are expected to write **FIVE questions for every subject**.

Dr. R SINGARAVEL
DIRECTOR

011E1110 - பகுதி-I செய்யுளும் இலக்கணமும்-I

அனைத்து வினாக்களுக்கும் விடை அளிக்க

1. கல்வி கற்கும் முறையினைப் பழமொழி ஆசிரியர் வழி நின்று –விளக்குக.
2. கல்லாதார் இழிவுகளை பழமொழி நானூறு எங்கனம் எடுத்துரைக்கிறது.
3. "ஞாயிற்றைக் கை மறைப்பாரில்' – விளக்குக.
4. அம்பு பாய்ந்த வாலியின் நிலையினை விவரி.
5. வாலிக்கு இராமன் கூறிய மறுமொழிகள் யாது

Or

Part – I Hindi Prose - I

(Answer all of the questions)

सप्रगंग व्याख्या कीजिए ?

1. मनुष्य का मस्तिष्क विधाता की एक अद्वितीय कृति है ।
2. तुम्हारा मुझसे गुच्छा छीनने का क्या अधिकार है? सीधी तरह से गुच्छा दे दो, नहीं तो खून-खराबी हो जाएगी ।
3. मेरी वसीयत' पाठ का सार लिखकर वसीयत के अर्थ स्पष्ट समझाइए?
4. आइने के सामने 'पाठ का सारांश की लिखिए ?
5. जीवन में साहित्य का स्थान क्या है ?

011E1120 - ENGLISH THROUGH LITERATURE I: PROSE

Write in about 300 words on the following topics:

1. The Habit of Reading Books
2. Modern Grammar VS Traditional Grammar
3. Mahatma Gandhi
4. Huxley's views on Beauty Industry
5. Conjunctions and Interjections

011E1130 - PRINCIPLES OF MANAGEMENT

1. What is staffing? Explain in detail
2. Write a note on policy making.
3. Explain about functional and committee organization.
4. Discuss about the social responsibility of business.
5. Discuss the challenges faced by management globally.

011E1140 - MANAGERIAL ECONOMICS

1. Explain the characteristics of managerial economics.
2. Write a detailed note on law of demand.
3. Discuss the objectives of pricing policy.
4. Examine the main features of oligopoly.
5. What are the features of market?

011E1150 – COMPUTER APPLICATIONS IN MANAGEMENT

1. Briefly explain the history of computers.
2. Examine the types of computers.
3. Elaborate the Computer Internals.
4. What is hardware? Discuss in detail.
5. Define software? Explain in detail.