

**Bachelor of Business Administration  
(BBA)**

**ASSIGNMENTS  
2025-26**

**[Valid from 1st July, 2025 to 30th June, 2026]**

**Third Semester**



**School of Management Studies  
Indira Gandhi National Open University  
Maidan Garhi, New Delhi -110 068**

# **Bachelor of Business Administration**

## **(BBA)**

### **ASSIGNMENTS – 2025-26**

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in each course.

We are sending the assignments for **BCOE-141, BCOG-171, BRL-106 and BCOS-184** together.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-end examination, it is compulsory for you to submit the assignments as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

1. Those students who are appearing in December 2025 Term End Examination they have to submit latest by in 15 October 2025.
2. Those students who are appearing in June 2026 Term End Examination they have to submit latest by in 15 March 2026.

You have to submit the assignments of all the courses to the Coordinator of your Study Centre.

## **TUTOR MARKED ASSIGNMENT**

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<b>COURSE CODE</b>	<b>:</b>	<b>BCOE-141</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>PRINCIPLES OF MARKETING</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>BCOE-141/TMA/2025-26</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

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**Maximum Marks: 100**

**Note: Attempt all the questions.**

### **Section – A**

**(Attempt all the questions. Each question carries 10 marks.)**

- 1) You are the marketing manager of a FMCG company launching a new product. How would you use market segmentation and targeting to position this product effectively? **(10)**
- 2) Prepare a SWOT analysis for an Indian e-commerce company like Flipkart, focusing on internal strengths and weaknesses, and external opportunities and threats. **(10)**
- 3) Define product life cycle (PLC). Discuss the marketing strategies suitable for each stage of the PLC with relevant examples. **(10)**
- 4) Explain the factors influencing consumer buying behavior. How can marketers use consumer behavior insights to shape marketing strategies? **(10)**
- 5) Examine the role of social media in modern marketing. What are the opportunities and challenges associated with it? **(10)**

### **Section – B**

**(Attempt all the questions. Each question carries 6 marks.)**

- 6) Explain the importance of Customer Relationship Management (CRM) in marketing. **(6)**
- 7) How does pricing play a strategic role in the marketing mix? **(6)**
- 8) Discuss the criteria for selecting marketing intermediaries. What challenges do firms face in managing them effectively? **(6)**
- 9) Define services and explain their characteristics. How does marketing of services differ from marketing of goods? **(6)**
- 10) Discuss the importance of Integrated Marketing Communication (IMC). **(6)**

### **Section – C**

**(Attempt all the questions. Each question carries 10 marks.)**

- 11) **Write short notes on:** **(10)**
  - a) Branding
  - b) Personal selling
- 12) **Distinguish between the following:** **(10)**
  - a) Price skimming and penetration pricing
  - b) Publicity and advertising

## TUTOR MARKED ASSIGNMENT

<b>COURSE CODE</b>	<b>:</b>	<b>BCOG-171</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>PRINCIPLES OF MICRO ECONOMICS</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>BCOG-171/TMA/2025-26</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

**Maximum Marks: 100**

**Note: Attempt all the questions.**

### Section – A

**(Attempt all the questions. Each question carries 10 marks.)**

- Q.1** Define Indifference Curve. Explain the assumptions and properties of the indifference curve. **(10)**
- Q.2** State the Law of Diminishing Marginal Utility (or the Law of Satiable Wants) and its limitations. **(10)**
- Q.3** What is meant by price elasticity of demand? Briefly explain the determinants and importance of price elasticity of demand. **(10)**
- Q.4** Explain the concept of a Production Possibility Curve. Enumerate its assumptions. Illustrate it with the help of an example. **(10)**
- Q.5** Explain the law of variable proportions with the help of total, average and marginal product. **(10)**

### Section – B

**(Attempt all the questions. Each question carries 6 marks.)**

- Q.6** Explain the main determinants of demand of a commodity in the market. **(6)**
- Q.7** Why is a short run average cost curve U-shaped? What is the relation between average cost and marginal cost? Use suitable diagrams. **(6)**
- Q.8** What is backward bending supply curve? Explain with an example. **(6)**
- Q.9** Explain the determination of a monopolist's equilibrium in the long period. **(6)**
- Q.10** Explain the marginal productivity theory of distribution. Also state its assumptions. **(6)**

### Section – C

**(Attempt all the questions. Each question carries 5 marks.)**

- Q.11** Distinguish between positive and normative economics. **(5)**
- Q.12** What is an Isoquant? What are the properties of an Isoquant? **(5)**
- Q.13** A kinked demand curve may help to understand why oligopoly price tends to be rigid but it does not lead to determinate equilibrium. Comment. **(5)**
- Q.14** Write note on Keynes' view of interest. **(5)**

## **TUTOR MARKED ASSIGNMENT (TMA)**

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<b>Course Code</b>	<b>:</b>	<b>BRL–106</b>
<b>Course Title</b>	<b>:</b>	<b>Managing Human Resources</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL–106/TMA/2025-26</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. Mention the various strategies deployed for increasing staff retention. **(10)**
2. What do you understand by ‘recruitment’? Explain the process of recruitment. **(10)**
3. What is meant by discipline? Explain the procedure for taking disciplinary action. **(10)**
4. Explain in detail the components of job analysis with reference to the Retail Store. **(10)**
5. Discuss the roles of employees of the Retail Organization. **(10)**
6. What is meant by training? Explain the importance of training. **(10)**
7. List out the steps in the implementation of HRIS. **(10)**

**(B) Essay Type Questions**

8. Discuss modern methods of performance appraisal. **(15)**
9. Discuss the barriers in communication. How can a retailer overcome these barriers? **(15)**

## **TUTOR MARKED ASSIGNMENT**

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<b>COURSE CODE</b>	<b>:</b>	<b>BCOS – 184</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>E-COMMERCE</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>BCOS – 184/TMA/2025-26</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

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**Maximum Marks: 100**

**Note: Attempt all the questions.**

### **Section – A**

**(Attempt all the questions. Each question carries 10 marks.)**

- Q.1** What are the advantages and disadvantages of E-Commerce? **(10)**
- Q.2** Do you think Distributed Ledger Technology is revolutionizing the world? If so, how? **(10)**
- Q.3** What are the various types of websites? **(10)**
- Q.4** What is Cyber Security? State its importance in the today's digitally connected world. **(10)**
- Q.5** Explain the 7C's of retail mix. **(10)**

### **Section – B**

**(Attempt all the questions. Each question carries 6 marks.)**

- Q.6** Who are Digital Influencers and under which category of e-commerce business model they could be considered? **(6)**
- Q.7** What are the various ways of securing the business on internet? **(6)**
- Q.8** What are the various technologies used by FinTech? **(6)**
- Q.9** What is an operating system? Explain the two most commonly used operating systems. **(6)**
- Q.10** What do you understand by E-governance? State its importance. **(6)**

### **Section – C**

**(Attempt all the questions. Each question carries 5 marks.)**

- Q.11** Explain the steps in payment gateway process. **(5)**
- Q.12** Name commonly used e-commerce software for small & midsize companies. **(5)**
- Q.13** What are the three broad classifications of an app? **(5)**
- Q.14** State the impact of various emerging technologies such as mobility, cloud, AI and IoT on E-commerce. **(5)**