



SREENARAYANAGURU OPEN UNIVERSITY

The State University for Education, Training and Research in Blended Format, Kerala

University Building, Kureepuzha, Kollam, Kerala-691601 | www.sgou.ac.in

Four Year Undergraduate Programme (FYUGP)

Bachelor of Business Administration (BBA)

Semester I

Principles of Management

(SGB24BB101MC)

Assignment Questions

SET I

Descriptive Assignment Questions

Instructions for writing Descriptive Assignments:

Answer any one assignment in a minimum of five pages. Each assignment carries 15 marks.

1. Explain Classical Management Theory, Neo-Classical Management Theory and Contemporary Management Theory. Include the key difference between these theories and limitations of each theory.
2. Explain the concept of 'organising' in management. Discuss the key elements in organising such as departmentalization, chain of command, decentralization, and span of control. Explain why 'organising' is important for any company with suitable examples.
3. What is planning? Explain the importance of planning for any organization. Discuss the major components of planning. Outline the common barriers that organizations face in planning and how they can be overcome.

4. Define supervision and explain the importance and levels of supervision in an organization. Discuss the various types of supervision and responsibilities of a supervisor. What are the essentials for effective supervision? Explain the qualities of a good supervisor.
5. Define controlling and explain its importance in an organization. Discuss the steps involved in the control process and the types of controls used by organizations. What are the essentials of an effective control system? Explain the obstacles to controlling and how can organizations overcome them?

SET II

Analytical Assignment Questions

Instructions for writing Analytical Assignments:

Answer any one assignment. No page limit. Each assignment carries 15 marks.

1. Critically evaluate how a modern-day company applies Henri Fayol's 14 Principles of Management. Students are required to define each principle and provide real-world examples of their application in a contemporary organizational context.
2. You are the CEO of a technology company that is rapidly expanding globally. As the company grows, you are facing challenges with centralized decision-making, coordinating operations, and motivating employees. Critically evaluate how you would apply Mintzberg's Managerial Roles to address these challenges. Conclude with your recommendations and which additional roles need greater focus as the company expands.
3. ABC Ltd. is a manufacturing company that has been facing several issues related to low employee motivation levels and high attrition rate. As the HR manager of the company identify the different types of motivation techniques you would use to motivate the employees. Explain any four techniques in detail. Recommend suitable motivational theories that can be implemented in the organization to enhance motivation levels of the employees. Justify your recommendations.

4. You are the HR manager of a new technology company that is rapidly expanding. The company needs to hire 10 software developers. Outline the key steps you would take to staff this new team, including:

- a) Conducting a job analysis and job design
- b) Sourcing and recruiting candidates
- c) Selecting the best candidates
- d) Providing training and development programs
- e) Setting up a performance appraisal system

For each step, explain the methods you would use and why.

5. You are the HR manager of a large manufacturing company. Employee morale has been low and there are rumours of potential layoffs circulating amongst employees. As the HR manager, draft an email to all employees addressing the rumours, being empathetic to employee concerns, and outlining a plan to improve communication across the organization. The email should be no more than 500 words.



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Four Year Undergraduate Programme (FYUGP)

Bachelor of Business Administration (BBA)

Semester I

Business Statistics

(SGB24ST101MC)

Assignment Questions

SET I

Descriptive Assignment Questions

Instructions for writing Descriptive Assignments:

Answer any one assignment in a minimum of five pages. Each assignment carries 15 marks.

1. What are the main functions of statistics in business? Explain each function and provide examples of how they are applied in real-world business scenarios.

Hint: Consider the various ways businesses use statistical data for decision-making, forecasting, quality control, and performance evaluation.

2. "Compare and contrast the various measures of central tendency (mean, median, and mode) and measures of dispersion (range, quartile deviation, mean deviation, standard deviation, and coefficient of variation) in statistical analysis. Discuss their characteristics, strengths, and limitations. Provide examples of how each measure can be applied in business decision-making processes.

Hint: Structure your answer by first explaining each measure individually, then comparing them. Use business-related examples to illustrate your points. Consider discussing how different data distributions might affect the choice of measures, and how these measures can be used together to inform decision-making in various business scenarios.

3. What are the main differences between correlation and regression analysis in statistical studies, and explain the applications in business contexts with examples?
4. Discuss the role and importance of time series analysis in business and management. Your discussion should include the following components:

- A comprehensive definition of time series and its relevance to business and management.
- The utility and applications of time series analysis in different business scenarios with examples.
- A detailed explanation of the components of time series, including trend, seasonal, cyclical, and irregular variations.

Hint: Begin by defining time series and its primary components. Discuss the significance of understanding these components for making informed business decisions. Finally, illustrate the practical applications of time series analysis with examples.

5. Explain the concept and significance of index numbers in economic and business contexts. Your response should include:
 - A detailed definition of index numbers and their importance in measuring economic variables.
 - An exploration of the common problems encountered in the construction of index numbers.

SET II

Analytical Assignment Questions

Instructions for writing Analytical Assignments:

Answer any one assignment. No page limit. Each assignment carries 15 marks.

1. You are going to conduct a survey to measure customer satisfaction for a local restaurant.
 - a) Describe two methods you could use to collect primary data from customers.
 - b) Explain why you would choose these methods.
 - c) List three key questions you would include in your survey to assess customer satisfaction.

Hint: Think about the most efficient ways to gather honest feedback from customers, considering factors like time, cost, and convenience for both the restaurant and its patrons.

2. Select a manufacturing company of your choice and track their daily production output for 30 days. If you cannot find actual data, you may create a hypothetical dataset that

realistically represents production output for 30 days. You are required to calculate the following:

- a) Mean, median, and mode of the production data
- b) Range of the data
- c) Quartile deviation
- d) Mean deviation
- e) Standard deviation
- f) Coefficient of variation

Based on your calculations, provide a brief analysis of the company's production consistency and any potential areas of concern or improvement."

Hint: Begin by organising the data in ascending order. For measures of central tendency, remember that there may be multiple modes or no modes. For dispersion measures, pay attention to the formulas and units. When interpreting the results, consider what each measure tells you about the production process and how they relate to each other.

3. Choose a publicly traded company and gather monthly data for the past two years (24 data points) on two variables that you believe might be related. For example, you could choose the company's stock price and its monthly sales revenue or the company's advertising expenditure and its customer acquisition rate. You can use a hypothetical dataset.

Using this data:

- a) Calculate Karl Pearson's Coefficient of Correlation between the two variables. Interpret the result.
- d) Determine the regression equations for both variables (Y on X and X on Y).
- e) Use one of your regression equations to predict a future data point.
- f) Discuss the significance of your findings in the context of the company and industry you have chosen. Address the following points:

- What does the correlation coefficient tell you about the relationship between the variables?
- What business decisions or strategies might be informed by your analysis?

Hint: When selecting your company and variables, consider factors that might have a logical connection in a business context. When interpreting your results, be mindful of the strength of the relationship, not just its direction.

4. Develop a hypothetical dataset representing the monthly sales of a retail store over the past three years. Your task is to perform a time series analysis using the moving average method and the method of least squares to identify the long-term trend. Present your findings, including any patterns or insights you uncover about the sales performance.

Hint: Start by plotting the time series data to visualize the sales trends over time. Calculate a moving average for the time series (you may choose a suitable period, such as 3 months or 6 months). Apply the method of least squares to fit a trend line to the data. Compare the results from both methods and interpret the long-term trend. Discuss any observable patterns, such as seasonality or cyclical variations, and their potential impact on business decisions.

5. Collect data on the prices and quantities of five commodities of your choice over a period of two years. Using this data, construct the following index numbers for the current year relative to the base year:

- a) Simple Price Index
- b) Weighted Price Index
- c) Laspeyre's Index
- d) Paasche's Index
- e) Fisher's Ideal Index Number

Evaluate the results and discuss which index you consider most reliable for this data set and why. Include an analysis of the Time Reversal and Factor Reversal tests for the indices.

Hint:

- Start by listing the prices and quantities of each commodity for both the base and current year.
- Calculate the simple price index by averaging the price changes.
- For the weighted price index, use quantities as weights and calculate the index.
- Use the formula for Laspeyre's and Paasche's indices based on the given data.
- Calculate Fisher's Ideal Index by taking the geometric mean of Laspeyre's and Paasche's indices.



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Ability Enhancement Course for Four Year Undergraduate Programmes

Assignment Questions

2024 July Batch

Semester I

SGB24EG101AC: English for Communication

Instructions for Writing Assignments

Descriptive:

- *Clearly outline the key elements or aspects that need to be described, such as features, characteristics, or events.*
- *Employ descriptive language that can engage the senses and ensure vivid pictures, enhancing the richness of descriptions.*
- *Organise the assignment in a coherent sequence to guarantee clarity and facilitate the smooth conveyance of ideas.*

Analytical:

- *Clearly articulate your main argument in a concise manner at the beginning of your answer. This sets the tone for your analysis and helps the reader understand the central point you are trying to convey.*
- *Support your analysis with specific examples and quotes from the literature. Use direct textual evidence to illustrate and reinforce your points.*
- *Move beyond mere summary and engage in critical analysis. Interpret the significance of the literary elements, such as themes, characters, and symbols.*

Set 1: Descriptive

1. Explain the concept of communication and its components. Discuss its role in personal, professional, and global contexts.
2. How has media influenced listening skills in modern communication? Analyse the role of audio-visual media and podcasts in developing listening proficiency.
3. Discuss the significance of speaking skills in communication. Provide examples of how speaking ability can be enhanced in formal and informal settings.
4. Discuss the intersection of language and technology and how it has shaped modern communication tools.
5. Discuss the importance of writing skills in professional communication. Explore the process of drafting, editing, and finalising the written work.

Set 2: Analytical

1. Analyse the various barriers to communication and suggest strategies to overcome them, using real-world examples.
2. Compare print reading and online reading. Discuss the challenges and benefits of each in the digital era.
3. Analyse the role of communication as a tool for social and cultural integration. How do barriers to communication affect this process?
4. Analyse the interplay between language and technology in shaping human communication. What are the potential benefits and drawbacks of this relationship?
5. Critically assess the impact of communication etiquette on digital platforms. How does it differ from traditional communication norms?



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B.A (Honours) HISTORY

ASSIGNMENT QUESTIONS

Semester I - MULTIDISCIPLINARY COURSE -1

Course Title: HISTORICAL TOURISM

Course Code: SGB24HS101MD

Two sets of assignments are given for each course, the first set is descriptive and the second set is analytical. Each set of Assignments will consist of 5 (five) questions and learners shall choose any one from each set. Each Assignment carries 15 marks.

SET 1 - Descriptive

1. How do Kerala's historical landmarks contribute to its tourism industry? Discuss the impact of their heritage and historical importance with examples.

Instructions: Identify significant historical destinations in Kerala and elaborate on their unique cultural and historical features. Explain how these landmarks attract tourists and contribute to the local economy, providing specific examples to support your discussion.

2. Examine the observations of Tavernier, Bernier, and Mundy about Mughal India. How did their works influence historical interpretations of the period?

Instructions: Explore the key observations made by these travellers about Mughal India's society, politics, and economy. Use examples from their writings to discuss how their accounts have shaped modern historical perspectives on the Mughal Empire.

3. What do the writings of Megasthenes, Fa-Hien, and Hiuen Tsang reveal about ancient Indian polity, society, and economy? Provide an overview of their travels.

Instructions: Summarise the journeys of these travellers and the contexts of their visits to India. Discuss their descriptions to explain how they provide a deeper understanding of ancient Indian governance, societal structures, and economic systems.

4. How did foreign travellers during medieval and modern times portray Indian culture? What influence did their accounts have on European perceptions of India?

Instructions: Discuss the cultural observations and descriptions provided by foreign travellers. Explain how these accounts shaped European understanding of Indian traditions, society, and practices, highlighting specific examples to illustrate their impact.

5. Provide an overview of major historical destinations in India. Briefly explain their historical significance and importance in preserving India's heritage.

Instructions: Identify prominent historical sites across India, detailing their historical context and significance. Discuss their role in showcasing India's heritage and preserving the legacy of different periods of Indian history.

General Instructions:

- *Begin with an introduction*
- *Explain the theory or idea supported by historical evidence*
- *Maintain clarity, style, structure and organisation throughout the assignment*
- *Provide a clear and concise conclusion*
- *Include a bibliography or references section at the end*

SET 2 - Analytical

1. Analyse the role of museums in preserving India's historical heritage. How do they contribute to educational tourism?

Instructions: Discuss the significance of museums like the National Museum in Delhi or regional museums in showcasing India's historical artefacts. Explain their role in promoting education and tourism.

2. Assess the significance of religious and cultural tourist destinations like Amritsar, Bodh Gaya, and Tirupati in shaping India's tourism landscape.

Instructions: Explore the historical and cultural importance of these sites. Discuss their role in attracting pilgrims and tourists, and their contribution to India's cultural identity and tourism economy.

3. Evaluate the role of the Archaeological Survey of India (ASI) and UNESCO in conserving historical sites in India. How do their efforts enhance historical tourism?

Instructions: Analyse the conservation strategies of ASI and UNESCO, focusing on their impact on preserving cultural heritage. Discuss how these initiatives promote historical tourism and attract global attention.

4. Examine the concept of sacred geography in Kerala's religious destinations, such as Sabarimala and Kodungallur Bhagavathy Temple. How does it shape cultural and spiritual tourism in the region?

Instructions: Define sacred geography and explore its application in Kerala. Analyse how these locations' religious and cultural significance attract tourists and shape regional tourism.

5. Analyse the challenges and limitations of using travelogues as historical sources. How can historians address these challenges to ensure an accurate historical reconstruction?

Instructions: Discuss the inherent biases, cultural misunderstandings, and limitations in the perspectives of travellers. Explore how historians critically assess these sources, corroborate them with other evidence, and account for context to reconstruct history accurately.

General Instructions:

- *Provide an introduction to the topic*
- *Conduct a critical inquiry by formulating the ideas and structuring the analysis*
- *Ensure an overall clarity, style, structure and organisation throughout the assignment*
- *Conclude with a critical analysis of the topic*
- *Include footnotes, bibliography or references section*



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ASSIGNMENT QUESTIONS

FYUGP-MULTIDISCIPLINARY COURSE

SEMESTER-1

COMPUTER SYSTEM AND INTERNET TECHNOLOGIES

B24CA01MD

Instructions for Writing Assignments

- For the descriptive section, use Illustrations and examples to explain
- Use visuals and diagrams effectively to communicate your ideas.
- Support your choices with evidence and justification.
- Attempt anyone questions from each section.

SET 1 (Descriptive)

1. Describe the process of creating and hosting a web page in detail. Include the steps involved in designing the structure using HTML, styling with CSS, adding interactivity with JavaScript, and explain the importance of domain names and the different types of web hosting services available. Provide examples to support your explanation.
2. Explain the different types of network topologies (Bus, Ring, Star, and Mesh) with examples. Compare their advantages and disadvantages. Provide diagrams to illustrate the topologies in your explanation.
3. Discuss the importance of practicing cyber ethics on social media platforms and also describe the steps to evaluate the credibility of information found online, and explain why it is essential in the digital age.
4. Discuss the differences between TCP (Transmission Control Protocol) and UDP (User Datagram Protocol), focusing on their characteristics, advantages, and disadvantages. Also explain each of the seven layers of the OSI model.
5. Describe the roles of the three primary cloud service models (SaaS, PaaS, IaaS) and their applications in enabling big data analytics. Include real-world scenarios where these

service models have significantly impacted operations.

(1*15=15)

SET II (Analytical)

1. How does the interaction between system software (e.g., operating systems, utility programs, and language processors) and application software contribute to the overall functionality and performance of a computer system? Provide examples to support your analysis.
2. Investigate the impact of emerging threats such as ransomware and phishing campaigns on organizational network security. Analyze how proactive measures like cybersecurity training, endpoint security, and AI-based threat detection systems contribute to mitigating these evolving risks.
3. Given an organization is assigned a Class C IPv4 address of 200.1.2.0, and the network needs to be subnetted into two subnets. The subnet mask used is 255.255.255.192
 - a. Explain the steps involved in dividing the network into two subnets.
 - b. How would you determine the range of valid host addresses for each subnet after subnetting?
 - c. If a packet is sent from a device within the second subnet (200.1.2.128), how does the router identify that the destination address (e.g., 200.1.2.20) belongs to the first subnet?
 - d. Discuss the potential issues of using Classful addressing in modern networking and how Classless Inter-Domain Routing (CIDR) addresses these issues.
4. Conduct a detailed study of any three major cloud-based data storage systems that are publicly available. Compare their features and highlight how they support big data analytics use cases.
5. Compare Bluetooth, Wi-Fi, and WiMAX technologies based on their features, how they work, range, uses, and limitations. Explain how these technologies meet different communication needs. Give examples from real life and suggest a situation where using these technologies together would be useful.

(1*15=15)



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B.A. (HONOURS) POLITICAL SCIENCE

MULTI-DISCIPLINARY COURSE

SEMESTER I

ASSIGNMENT QUESTIONS

LEGAL LITERACY

B24PS01MD

General Instructions

- Learners are required to submit two assignments, one from each set, with each assignment carrying 15 marks.
- The descriptive assignment requires the learners to comprehensively explain the theories or concepts supported by relevant facts and examples. In contrast, the analytical assignment demands critical evaluation based on well-supported arguments, leading to informed conclusions.

Assignment Format

- The assignment should contain a title page, introduction, content (explaining theories or concepts for the descriptive set or analysing the theories and concepts for the analytical set), conclusion and bibliography.
- The assignment must be handwritten.

Two sets of assignments are given for each course, the first set is descriptive and the second set is analytical. Each set of Assignments will consist of 5 (five) questions and learners shall choose any one from each set. Each Assignment carries 15 marks

Set 1- Descriptive

1. Explain the key features of Fundamental Rights in the Indian Constitution. How do they protect citizens' rights?
2. Discuss the role of Fundamental Duties and the Directive Principles of State Policy in promoting social justice in India. Provide examples of how they are implemented.
3. Describe the significance of the Bharatiya Nyaya Samhita (Indian Penal Code), Code of Civil Procedure, and the Indian Evidence Act in the Indian legal system. How do these laws contribute to justice and fairness?
4. Discuss the Protection of Women from Domestic Violence Act, 2005, and the Juvenile Justice (Care and Protection) Act, 2005. How do these laws protect vulnerable groups in society?
5. Explain the concept of legal aid under the Legal Services Authorities Act. How do Lok Adalats contribute to the accessibility of justice in India?

Set 2- Analytical

1. Analyze the challenges in the implementation of Fundamental Rights in India. What are the major limitations faced by the judiciary and citizens in enforcing these rights?
2. Evaluate the effectiveness of the Scheduled Castes and Scheduled Tribes (Prevention of Atrocities) Act, 1989 in addressing social discrimination and violence. Are there any shortcomings in the implementation of this law?
3. Critically analyze the difference between cognizable and non-cognizable offences, and between bailable and non-bailable offences. How does this distinction affect the criminal justice system in India?
4. Assess the role of the police in maintaining law and order in India. Do you think the existing police system is effective in handling public security, or are reforms needed? Justify your answer.
5. Analyze the impact of the Consumer Protection Act, 2019 and the Right to Information Act, 2005 on empowering citizens. How do these laws contribute to transparency and accountability in the Indian system?