



# TAMIL NADU OPEN UNIVERSITY

Chennai - 15

SCHOOL OF MANAGEMENT STUDIES

HOME/SPOT ASSIGNMENT

Programme Code No : 155  
Programme Name : B.COM (CA)  
Course Code & Name : BBKA-21 BANKING THEORY, LAW AND PRACTICE  
Batch : The candidate admitted before CY 2020  
No.of Assignment : 3  
Maximum Marks : 25 (Average of Total No. of Assignments)

## ASSIGNMENT - 1

**Answer any one of the question not exceeding 1000 words Max: 25 Marks**

1. Distinguish between Industrial Banks and Development Banks.
2. Briefly explain the various types of Deposit Accounts.
3. Explain the provisions regarding licensing of Branches.

## ASSIGNMENT – 2

**Answer any one of the question not exceeding 1000 words Max: 25 Marks**

1. To which point should be a banker pay attention while opening an account in the name of a Partnership Firm?
2. Illustrate the different types of crossing of a Cheque.
3. Explain the merits and demerits of making advances against life policies.

## ASSIGNMENT – 3

**Answer any one of the question not exceeding 1000 words Max:25 Marks**

1. Discuss the statutory protection granted to a Collecting Banker.
2. Explain the role of Central Bank in the economic development of a country.
3. Discuss the circumstances under which a cheque is dishonoured.



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### HOME/SPOT ASSIGNMENT

Programme Code No : 155  
Programme Name : B.COM (CA)  
Course Code & Name : BBKA-22 BUSINESS STATISTICS  
Batch : The candidate admitted before CY 2020  
No.of Assignment : 3  
Maximum Marks : 25 (Average of Total No. of Assignments)

#### ASSIGNMENT - 1

**Answer any one of the question not exceeding 1000 words Max:25 Marks**

1. Explain the method of forming a frequency distribution from a raw data and general rules of Tabulation.
2. Explain briefly the method of moving average for calculating trend?

Find out four yearly moving average from the following:

Year:	1	2	3	4	5	6	7	8	9	10	11	12	13
Value:	53	79	76	66	69	94	105	87	79	104	98	97	100

3. Explain the various types of averages

#### ASSIGNMENT - 2

**Answer any one of the question not exceeding 1000 words Max:25 Marks**

1. Calculate Karl Pearson's coefficient of correlation from the following data :

x : 10 12 18 24 23 27

y : 13 18 12 25 30 10

2. Briefly explain the various components of time series.
3. What is statistical enquiry? Distinguish between questionnaire and schedule than different measures of skewness.

### ASSIGNMENT - 3

Answer any one of the question not exceeding 1000 words

Max:25 Marks

1. Find Karl Pearson's Coefficient of Skewness :

Variable	: 10-20	20-30	30-40	40-50	50-60	60-70
Frequency:	10	16	30	40	26	18

2. Fit a straight line trend by the method of least squares to the following data and calculate trend values.

Year:	2003	2004	2005	2006	2007
Sales:	4	6	7	8	10

Estimate the sales for the year 2012.

3. Write a note on the four phases of a cyclic variation in a business cycle and types.



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Programme Code No : 155  
Programme Name : B.COM (CA)  
Course Code & Name : BBKA-23 MARKETING  
Batch : The candidate admitted before CY 2020  
No.of Assignment : 3  
Maximum Marks : 25 (Average of Total No. of Assignments)

## ASSIGNMENT - 1

**Answer any one of the question not exceeding 1000 words Max:25 Marks**

1. Describe the factors influencing Marketing Concept.
2. Explain the concept of 'Product Life Cycle' elaborately.
3. What are the factors that determine the consumer behaviour?

## ASSIGNMENT - 2

**Answer any one of the question not exceeding 1000 words Max:25 Marks**

1. Explain the different types of pricing.
2. What are the various kinds of advertising? Explain them.
3. What are the various steps involved in Personal Selling? Explain them.

### **ASSIGNMENT - 3**

**Answer any one of the question not exceeding 1000 words      Max:25 Marks**

1. Explain the basic characteristics necessary for a successful salesman.
2. Explain the various factors to be considered in selecting channels of distribution.
3. Write short notes on the following:
  - (a) Branding
  - (b) Functions of storage
  - (c) Middlemen
  - (d) E-Marketing
  - (e) AIDA approach.



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Programme Code No : 155  
Programme Name : B.COM (CA)  
Course Code & Name : BBKA-24 E-COMMERCE  
Batch : The candidate admitted before CY 2020  
No.of Assignment : 3  
Maximum Marks : 25 (Average of Total No. of Assignments)

## ASSIGNMENT - 1

**Answer any one of the question not exceeding 1000 words Max:25 Marks**

1. Describe the factors influencing Marketing Concept.
2. Discuss the Emerging trends in E-Business.
3. What are the opportunities and challenges in Business-to- Business of E-Commerce?

## ASSIGNMENT - 2

**Answer any one of the question not exceeding 1000 words Max:25 Marks**

1. a) Trace the history of the internet.  
b) What do you mean by dotcom companies?  
c) Explain the internet related organizations.
2. What are the Rights and Obligations in the world of E-Commerce?
3. Write an essay on the EDI Transfer of documents?

## ASSIGNMENT - 3

**Answer any one of the question not exceeding 1000 words Max:25 Marks**

1. a) What are the aspects that describe any business model  
b) Distinguish between on line and traditional retailing.  
c) Explain the different B2C e-Commerce models?

2. Discuss about the Internet revolution and its implications for the business world.
  
3.
  - a) What do you mean by e-Commerce?
  - b) List the drivers of e-Commerce and benefits of e-Commerce.
  - c) Differentiate conventional commerce from e-Commerce
  - d) List the disadvantages of e-Commerce?



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HOME/SPOT ASSIGNMENT

Programme Code No : 155  
Programme Name : B.COM (CA)  
Course Code & Name : BBKA-25 INTERNET AND WEB DESIGNING  
Batch : The candidate admitted before CY 2020  
No.of Assignment : 2  
Maximum Marks : 25 (Average of Total No. of Assignments)

## ASSIGNMENT - 1

**Answer any one of the question not exceeding 1000 words Max:25 Marks**

1. Explain E-mail and its features and Write down the importance of E-mail.
2. Explain about the information file creation, web server, web client, web browser and HTML commands?
3. What is address book? How will you manage an address book?

## ASSIGNMENT - 2

**Answer any one of the question not exceeding 1000 words Max:25 Marks**

1. Describe about Paragraph breaks, Line breaks, Heading Style and Text Style in HTML document.
2. Explain the procedure of sending files via email attaching a signature.
3. Explain the Internet and its working principles.