



GOVERNMENT BBA COLLEGE (SELF FINANCE)

Shri K.K. Shastri Educational Campus, Khokhra Road, Maninagar (East)

Ahmedabad-380008

Website : WWW.GBBA.EDU.IN

Phone: 079-26462660

EMAIL : PRINCIPALGBBA@GMAIL.COM

No.GBBA/NOTICE/2026/58

DATE : APRIL, 11, 2026

SEMESTER: 6

Instructions:

1. It is compulsory to submit assignment of all the subjects for Internal Evaluation.
2. This information should be mentioned in the front page of your assignment;
 - Full Name (Surname, Name, Father's Name)
 - Roll Number
 - Class & Division
 - Semester
 - Subject
 - College name
 - Submitted to (Sign & Date)
 - Submitted by (Sign & Date)
3. Student should sign at the top portion of each page of the assignment.
4. Deadline for assignment submission will 15th April 2026 at 10:30 to 11:30 a.m.
5. Submit assignment at Room No. 414.

(Dr. Ishwar Rathod)

Co-Ordinator

Government B.B.A. College (Self-Financed)
Maninagar, Ahmedabad



(Dr. Yogesh Yadav)

Principal

Government B.B.A. College (Self-Financed)
Maninagar, Ahmedabad

GOVERNMENT B.B.A. COLLEGE

(Self-Finance & Affiliated to Gujarat University)

SHRI K.K. SHASTRI EDUCATIONAL CAMPUS, AHMEDABAD-08.

ADVANCE FINANCIAL MANAGEMENT

SUBJECT CODE: DSC-C-361(1)

SEMESTER: VI

Faculty Name: Ms. Garima Jain

1. Techniques of evaluating capital investment projects.(all five)
2. Meaning and types of working capital.
3. Meaning and types of capital structure.
4. Various approaches to capital structure.(all four)
5. Explain the concept of EVA.
6. Techniques of corporate restructuring.
7. Karizma ltd. decides to invest Rs. 4, 00,000 in a project. Company has to increase its working capital by Rs. 2, 00,000 during the life of a project. As a result of project, sales will be increased by Rs. 5, 00,000. Yearly cash expense of Rs. 1, 50,000 will be incurred during five-year life of the project.

Depreciation is provided on SLM basis. Rate of taxation is 50% and cost of capital after tax deduction will be 20%.

Determine Net Present Value and Internal Rate of Return of the project.

Present value of re. 1 at various rates of discount for the first five years are given below:

Year	20% Rate	25% Rate	30% Rate
1	0.833	0.800	0.769
2	0.694	0.640	0.592
3	0.579	0.512	0.455
4	0.482	0.410	0.350
5	0.402	0.328	0.269

- 8.
9. HS electronics is considering a proposal to replace one of its machines. The following information is available:

The existing machine was bought 3 years ago for Rs. 10 lakh. It was depreciated at 25% per annum on reducing balance method. It has remaining useful life of 5 years, but its annual maintenance cost is expected to increase by Rs. 50,000 from the sixth year of installation. Its present realizable value is Rs. 6 lakh. The company has several machines, having 25% depreciation.

The new machine costs Rs. 15 lakh and is subject to the same rate of depreciation. On sale after 5 years, it is expected to net Rs. 9 lakh. With the new machine the annual operating cost (excluding depreciation) are expected to decrease by Rs. 1 lakh. In addition the new machine will increase productivity on account of which net revenues would increase by Rs. 1.5 lakh annually. The tax rate applied to the firm is 35% and the cost of capital is 10%. Advice on the basis on NPV.

10. From the following income statement of X ltd. For the current year, calculate EVA during the year:

Particular	Rs. In crore
EBIT	36
<i>Less: Interest on 12% debt.</i>	06
Earning Before Tax	30
<i>Less: Corporate Taxes (30%)</i>	9
Earning After Tax	21
<i>Less: Dividend on 13% Pref. Share Capital (Rs. 30 Crore * 0.13)</i>	
Earnings for equity share holders	
Earnings funds (having cost of 16%)	3.9
	17.1
	80.0

Also determine EVA as a percentage of total capital employed.

Explain Net Income Approach of capital structure.

11. Explain merger and takeover.
12. Explain divestiture and reverse merger.
13. Explain Equity carve out and Franchising.
14. Explain management buy-out, management buy-in and leveraged buy-out.
15. Explain in detail holding companies.

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SHRI K.K. SHASTRI EDUCATIONAL CAMPUS, AHMEDABAD-08.

ADVANCED HUMAN RESOURCES MANAGEMENT II

SUBJECT CODE: DSC-C-361(2)

SEMESTER: VI

Faculty Name: Ms. Rajul Upadhyay

- (1) Explain Employee Discipline. Discuss the causes of indiscipline.
- (2) Write a note on “Essentials of a good disciplinary system”
- (3) Discuss the role of HR manager in maintaining discipline.
- (4) Explain meaning of training and significance of training and development.
- (5) Briefly explain the process of training and development.
- (6) Short note on Talent management.
- (7) Discuss the linkage between business strategy and training.
- (8) Explain any two method of career planning.
- (9) Discuss the difference between IHRM and Domestic HRM.
- (10) Explain the key elements of successful mentoring relationship
- (11) Briefly explain the linkage between Business Strategy and Training.
- (12) Explain the role of AI in HR.
- (13) Explain the role of HR manager in maintaining discipline.
- (14) Explain the different Role of Mentors in Career Planning.
- (15) What are the reasons for increasing the importance of IHRM?

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SHRI K.K. SHASTRI EDUCATIONAL CAMPUS, AHMEDABAD-08.

ADVANCED MARKETING MANAGEMENT II

SUBJECT CODE: DSC-C-361(3)

SEMESTER: VI

Faculty Name: Ms. Ahtisha Shaikh

1. What is Primary data? State its Advantages in brief.
2. Explain Survey Method of Data collection in brief.
3. Write Difference between Primary and secondary Data.
4. Explain the different direct marketing channels in brief.
5. Write short note on: Sales force management.
6. Give brief explanation of relationship building process.
7. Write the benefits of CRM.
8. Write short note on Hospital marketing.
9. Explain Gap model of service quality in brief.
10. Write short note on: Hotel marketing in brief.
11. Explain the reasons of Rural Marketing boom.
12. Write short note on Social media marketing.
13. What is SEO? AND Explain how it works.
14. Write difference between primary and secondary Data.
15. Write Difference between consumer and business market.

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SHRI K.K. SHASTRI EDUCATIONAL CAMPUS, AHMEDABAD-08.

BUSINESS ENVIRONMENT

SUBJECT CODE: DSC-C-362

SEMESTER: VI

Faculty Name: Ms. Richa Makwana & Mr. Tushar Suthar

1. Explain the concept, definition, and importance of Business Environment.
2. Distinguish between Internal and External Business Environment with examples.
3. Explain the Economic Environment of Business and discuss the structure of the Indian economy.
4. What is the Union Budget? Explain its main constituents.
5. Explain the types of budgetary deficits in India.
6. What are Price and Distribution Controls? Explain direct and indirect price controls.
7. Define Privatization. Explain the disinvestment process in India.
8. Explain the concept of Globalisation and discuss its indicators.
9. What is FDI and FPI? Explain the role of foreign investment in India.
10. Explain Corporate Governance and discuss the reasons for its growing importance.
11. Discuss the disadvantages of globalisation.
12. Discuss the importance of budget in economic planning.
13. Suggest reforms to make PDS more effective.
14. Discuss the role of FDI in economic development.
15. Discuss the impact of subsidies on economic development.

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SHRI K.K. SHASTRI EDUCATIONAL CAMPUS, AHMEDABAD-08.

STRATEGIC MANAGEMENT

SUBJECT CODE: DSC-C-363

SEMESTER: VI

Faculty Name: MS. Garima Jain

Answer the following questions.

1. Explain the process of strategic management.
2. Explain strategic intent.
3. Write a short note on corporate level strategy.
4. Define Mission and Vision. Also write Mission and Vision statement of any three companies.
5. Explain the acronym "PESTEL" in detail.
6. Explain the VRIO Model.
7. Describe the concept of value chain analysis and discuss about primary and support activities.
8. Explain Forward and Backward Integration.
9. Explain porters five force model in detail.
10. Explain the McKinsey 7-S framework.
11. Explain SWOT
12. Explain Environmental scanning.
13. Explain ANSOFF MODEL.
14. Explain BCG MATRIX.
15. Difference between mission and vision.

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SHRI K.K. SHASTRI EDUCATIONAL CAMPUS, AHMEDABAD-08.

MANAGEMENT ACCOUNTING

SUBJECT CODE: DSC-M-364

SEMESTER: VI

Faculty Name: MS. Bhoomika Vaswani

Q.1 Define Management Accounting and write the difference between Management Accounting and Financial Accounting.

Q.2 Explain Tools and Techniques of Management Accounting in brief.

Q.3 Garnier Ltd. Has annual production capacity of 10,000 units. The estimate of production cost of the company at 40% and 90% production capacity is as under:

Particulars	40% Capacity	90% Capacity
Direct Materials	2,00,000	4,50,000
Direct Wages	1,20,000	2,70,000
Direct Expenses	80,000	1,80,000
Factory Overheads	3,60,000	5,60,000
Office Overheads	1,60,000	1,60,000
Selling & Distribution Overheads	2,24,000	3,04,000
Profit/Loss	44,000 (Loss)	5,51,000 (Profit)

Prepare Flexible Budget at 50% capacity & 75% capacity and find out profit or loss.

Q.4 The data regarding selling expenses of a company for the year 2024-25 are as under:

Particulars	Ahmedabad	Delhi	Mumbai	Chennai
Salesmen's Salary	2,200	2,600	1,800	6,600
Rent & Taxes	1,000	1,200	1,000	3,200
Advertisement	1,500	2,000	1,500	5,000
Warehouse expenses	4,000	4,500	3,500	12,000
Commission on sale	4,000	3,000	4,000	11,000
Selling expenses	3,000	3,500	2,500	9,000

During the year 2025 budget period, the following changes are to be considered:

- (1) Sales commission is to be increased by 5%.
- (2) Rent will increase by 10%.
- (3) In Ahmedabad and Mumbai, advertisement expenses will increase by 20%.
- (4) Salesmen's total salary will increase by ₹2,400, which would be increased in all three cities in proportion of 2:1:3 respectively.

Prepare Selling Expenses Budget for the year 2025.

Q.5 The standard mix of a product is as follows:

Materials	Kgs.	Price per kg. (₹)
A	5	10
B	3	12
C	2	15

The standard loss in production is 10% of the input. There is no scrap value.

The actual production was 18,000 kgs. The actual consumption of materials and cost were as follows:

Materials	Kgs.	Price per kg. (₹)
A	9,500	11
B	7,000	11
C	4,800	16

From the above information calculate following variances:

- (1) Material Cost Variance
- (2) Material Price Variance
- (3) Material Usage Variance
- (4) Material Mix Variance
- (5) Material Yield Variance

Q.6 The information of James are as under:

Particulars	Std.		Actual	
	Hours	Rate	Hours	Rate
Men	1,000	3.00	1,400	3.20
Women	600	1.20	600	1.00
	1,600		2,000	

From the above information calculate following variances:

- (1) Labour Cost Variance
- (2) Labour Rate Variance
- (3) Labour Efficiency Variance
- (4) Labour Mix Variance.

Q.7 Given the following information:

Units of output	₹ 7,50,000
Fixed Costs	₹ 11,25,000
Variable Cost per unit	₹ 3.00
Selling Price per unit	₹ 7.50

You are required to determine:

- (1) The Break-even point (in values and in units)
- (2) Profit Volume Ratio
- (3) The sales needed for a profit of ₹ 9,00,000 (in value and in units)
- (4) The profit, if 6,00,000 units are sold at ₹ 15 per unit.

Q.8 Explain Characteristics of Kaizen Costing.

Q.9 Give the Meaning and Advantages of Responsibilities Accounting.

Q.10 Explain ACTIVITY BASED COSTING in brief.

Q.11 Explain the terms of Investment Centre.

Q.12 Discuss the concept of Life Cycle Costing.

Q.13 What is Management Accounting? Discuss its Characteristics.

Q.14 Explain the terms “Cost Centre” and “Profit Centre”.

Q.15 Explain Sales Variances.

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MANAGARIAL COMMUNICATION

SUBJECT CODE: AEC-365

SEMESTER:VI

Faculty Name: Mr. Ajay Zala

1. Explain the five levels of managerial communication.
2. Why is it important to develop inter-culturally sensitive managers in today's global business environment? Explain with suitable workplace examples.
3. Discuss the role of interpersonal skills between employer and employee. In your answer, explain:
 - (a) Stages and types of interviews
 - (b) Workplace etiquette
4. What are effective presentation techniques in professional settings? Explain the key elements of a successful managerial presentation and common mistakes to avoid.
5. Define negotiation. Explain the four layers of negotiation.
6. Explain the principles and fundamentals of written communication through e-mails.
7. Write a business report on any one of the following topics using the correct report format:
 - (a) Individual report on decline in sales
 - (b) Committee report on demands and grievances of employees
8. Explain meeting etiquette. What are the advantages and disadvantages of working in teams?
9. Explain the principles and fundamentals of email writing. Discuss standard email practices and format.
10. Discuss the role of professional oral communication in business.