



# GOVERNMENT BBA COLLEGE (SELF FINANCE)

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

Ahmedabad-380008

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No.GBBA/NOTICE/2026/ ASSIGNMENT /106

SEPTEMBER, 21, 2026

## ASSIGNMENT SEMESTER : 7

### 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 be sign at the top portion of each page of the assignment.
4. Deadline for Assignment submission will declare afterwards.

(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.

**FINANCIAL ANALYTICS**

**SUBJECT CODE: DSC-C-471(1)**

**SEMESTER:7**

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**Faculty Name: Ms. Garima Jain**

1. Explain financial analytics and its scope.
2. Explain the types of financial analytics.
3. Difference between structured and unstructured data.
4. What do you mean by portfolio? Explain the process of portfolio management.
5. Explain industry analysis and stages of industry life cycle.
6. What is economic analysis? What factors affect economic analysis?
7. Write short note on:
  - a. Charting tools
  - b. Dow theory
  - c. Elliot wave theory
8. Explain the following
  - a. Markowitz model
  - b. Efficient frontier
  - c. Arbitrage pricing theory
9. Explain CAPM.
10. Role of analytics in corporate finance

# **GOVERNMENT B.B.A. COLLEGE**

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

**MARKETING ANALYTICS**

**SUBJECT CODE: DSC-C-471(2)**

**SEMESTER:7**

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**Faculty Name: Ms. Ahtisha Shaikh**

1. Explain nature of Marketing Analytics.
2. Write Types of Marketing Analytics.
3. Write merits and Demerits of Marketing Analytics.
4. Write the process of Marketing Analytics.
5. Difference between Marketing Analytics and Marketing research.
6. Difference between structured and Unstructured data.
7. What should be the ethical consideration in data collection.
8. What are the attributes of online buying behaviour .
9. Write the advantages of Market intelligence.
10. Write the importance of data analytics in E-commerce.

# **GOVERNMENT B.B.A. COLLEGE**

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

**HUMAN RESOURCE ANALYTICS-1**

**SUBJECT CODE: DSC-C-471(3)**

**SEMESTER: 7**

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**Faculty Name: Mrs. Rajul Upadhyay**

1. explain scope of HR Analytics.
2. Briefly explain the process of HR Analytics.
3. What is HR Analytics? Discuss it's importance.
4. Write a note on" Three Domains of HR Analytics.
5. Discuss the benefits of HR Scorecards.
6. Explain the organizational obj6of HR Analytics.
7. How to create an HR Scorecard?
8. Discuss the role of AI in Human Resource Management.
9. Note on "AI in performance management".
10. Explain Ethical issues and Challenges of AI in HR.

# **GOVERNMENT B.B.A. COLLEGE**

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

**International Business Management**

**SUBJECT CODE: DSC-C-472**

**SEMESTER: 7**

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**Faculty Name: Ms. Ahtisha Shaikh**

1. Explain New trade Theory.
2. Write principles of international Law relevant to Cross-Border business.
3. Explain international Product Life cycle in brief.
4. Explain various Modes of payments in detail.
5. Write tools for country Selection in brief.
6. Explain the various market entry strategies used by international businesses.
7. Explain Trade-related Modes, Contractual Modes and Investment Modes of business expansion. Compare them on the basis of control, risk and resource commitment.
8. What is Regional Economic Integration? Explain Free Trade Areas, Customs Unions and Common Markets with suitable examples.
9. Explain the complete process of export and import, including Import Export Code (IEC) and registration with Export Promotion Councils.
10. Explain the important export-import documents: Commercial Invoice, Bill of Lading/Airway Bill, Certificate of Origin, Shipping Bill and Bill of Entry

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

**International Business Management**

**SUBJECT CODE: DSC-C-473**

**SEMESTER: 7**

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**Faculty Name: Ms. RAJUL UPADHYAY**

1. Define Artificial Intelligence and explain its scope and levels.
2. Differentiate between AI, Machine Learning, Deep Learning and Generative AI.
3. Explain NLP and Computer Vision with suitable examples.
4. Explain the Data Pipeline and its major stages.
5. Explain Big Data and its 5 Vs. Also discuss the major opportunities and risks of AI in society.
6. Explain AI base Screening and selection in recruitment and selection.
7. Explain online Interviewing in detail.
8. What is consumer behavior and understanding customer preferences.
9. What is personalized marketing? Explain it's benefits.
10. Discuss the predictive marketing and prediction of customer behavior.

# **GOVERNMENT B.B.A. COLLEGE**

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

## **Fintech and Digital Innovation**

**SUBJECT CODE: DSC-C-474**

**SEMESTER:7**

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Faculty Name: **Mr. Ajay Zala**

1. Explain the meaning, importance, objectives, and types of Financial Innovation with suitable examples.
2. Explain the evolution of financial services from traditional banking to digital banking.
3. What is FinTech? Explain its features, scope, and growth in India.
4. Explain the FinTech ecosystem in India and discuss the role of banks, FinTech companies, customers, RBI, and the Government.
5. Explain the major FinTech services such as digital payments, mobile banking, digital lending, wealth management, and InsurTech.
6. Differentiate between traditional banking and digital banking. Explain the major features and benefits of digital banking.
7. Explain the major digital payment systems such as UPI, Internet Banking, mobile wallets, debit cards, credit cards, and payment gateways.
8. Explain the role of Artificial Intelligence, Blockchain, and Cloud Computing in financial services.
9. Explain Blockchain Technology and Cryptocurrency. Discuss their benefits, applications, and risks.
10. Discuss the FinTech startup ecosystem in India, including business opportunities, challenges, government regulations, consumer protection, and future trends.

# **GOVERNMENT B.B.A. COLLEGE**

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

## **Methods of Survey**

**SUBJECT CODE: DSC-C-475**

**SEMESTER: 7**

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**Faculty Name: Ms. Richa Makwana**

1. Discuss the different methods of conducting surveys.
2. Explain descriptive and analytical surveys with suitable examples.
3. Explain the classification of surveys based on time, purpose and method of data collection.
4. Describe the major types of surveys used in social and economic research.
5. Discuss the different methods of conducting surveys.
6. Explain descriptive and analytical surveys with suitable examples.
7. Explain the classification of surveys based on time, purpose and method of data collection.

# **GOVERNMENT B.B.A. COLLEGE**

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

## **Personal Finance**

**SUBJECT CODE: DSC-M-476**

**SEMESTER:7**

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Faculty Name: Ms. Garima Jain

- 1) Explain Personal Financial Planning and its needs.
- 2) Explain in detail the process of personal financial planning.
- 3) Prepare an imaginary personal financial balance sheet and cash flow statement. The imaginary income is 20 lakhs and expense is 10 lakhs. Also explain the reasons behind the investment options selected by you.
- 4) What do you mean by personal financial planner? What are the qualities of PFP?
- 5) Explain meaning and need of time value of money.
- 6) Short note: management of spending in financial discipline.
- 7) Explain the concept of risk and return for various asset classes.
- 8) Explain the factors affecting choice of investment.
- 9) Define pure risk and explain its classifications.
- 10) Write a short note on
  - a) Risk assesment
  - b) Risk retention
  - c) Risk transfer