

Assignment 2018
Vishisht School of Management, Indore

Course/Stream-BBA (Plain) 5th

Subject Code & Subject Name:- 501- **Customer Relationship Management**

1. Define the Definition and concepts of CRM
2. Explain Five Phases of CRM Projects
3. What do you mean by Managing Customer Communications

Subject Code & Subject Name:- 502-**Research Methodology**

1. Types and formulation of Hypothesis.
2. What is Meaning and Method of Research?
3. Explain Measurement Scale and Techniques of Development Scale
4. What is Primary and Secondary Data.?

Subject Code & Subject Name:- 503- **Indian Financial System**

1. Explain Derivatives and its products in detail?
2. Describe money market instruments in brief?
3. Differentiate between money market and capital market?

Subject Code & Subject Name:- **504-Project Management**

1. What do you understand by project management? Explain its characteristics in detail?
2. Explain Project Life Cycle and its phases in detail?
3. Explain Risk and its types based on project management?

Specialization - Marketing/Finance/HR

505 M :- Advertisement and Brand Management

1. Difference between assets and asset.
2. Explain Media Strategy.
3. What is Hierarchy of effects model
4. What do you mean by Emotions and feelings?

505 F :- Banking and Insurance

1. Explain Risk and Insurance & Life Insurance
2. What do you mean by Overview Insurance
3. What is Banking Risks and Recent Developments

505 H Human Resource Development

1. What is HRD Concepts?
2. What do you mean by HRD functions and staffing
3. Explain HRD for managing organizational change

506 M :- Sales and Distribution Management

1. Hierarchy of effects model
2. What is theories of sales management
3. explain training, motivation and compensation

506 F :- Working Capital Management

1. Explain Estimation of working capital need
2. Why need to hold inventories
3. What is Cash Management

506 H :- Industrial Relations

1. Write the concept and scope of Industrial Relations
2. What is Works Committee.
3. what do you mean by Productivity Bargaining and Gain Sharing