

STUDENT ASSIGNMENTS
BBA (DISTANCE MODE) Part-III
(SESSION 2021-22)

CENTRE FOR DISTANCE AND ONLINE EDUCATION
JAMIA MILLIA ISLAMIA
NEW DELHI – 110025

**STUDENT ASSIGNMENTS
(SESSION 2021-22)**

INSTRUCTIONS

The students are required to read carefully and follow the instructions given below:

- Submission of one complete Assignment in each course of the programme every year is compulsory.
- Completed Assignments on prescribed Assignment Booklet are to be submitted by hand or through post to the Study Centre/Programme Coordinator, CDOL as per dates mentioned in the Academic Calendar 2020-21 (<http://jmi.ac.in/bulletinboard/academic-calendar/cdol>).
- For Assignments Submitted after dates mentioned in the Academic Calendar, a late fee of Rs. 100/- per course assignment will be payable to through Demand Draft in favour of Jamia Millia Islamia, Payable at New Delhi.
- Write your name, roll number and other details as required on the cover page of **Assignment Booklet**.
- **For your record you may keep a photocopy of your Assignment.**
- Contact your Learner Support Centre/ Programme Coordinator to collect evaluated Assignments booklet
- **Please go through your Programme Guide carefully for further details.**

Course Title: Fundamentals of Entrepreneurship

Course Code: BBA 301

Session: 2021-22

Maximum Marks – 30

Note: Attempt any three of the following five questions. All questions carry equal marks.

1. Discuss in detail the theories of entrepreneurship. How is innovation different from systematic innovation?
2. Discuss types of finance available for an entrepreneur with special emphasis on venture capital as a source of financing small businesses.
3. How does business environment affect entrepreneurs? Briefly comment on the social responsibility of entrepreneurs.
4. “Women have moved from conventional to modern businesses.” Explain with suitable examples. Discuss the challenges associated with women entrepreneurship.
5. Explain the steps involved in project planning? Also, discuss the various methods of project appraisal.

Course Title: Cost and Management Accounting

Course Code: BBA 302

Session: 2021-22

Maximum Marks – 30

Note: Attempt any three of the following five questions. All questions carry equal marks.

1. The stock of material held on 1-4-2015 was 400 units @ 50 per unit. The following receipts and issues were recorded. You are required to prepare the Stores Ledger Account, showing how the values of issues would be calculated under Base Stock Method, both through FIFO and LIFO base being 100 units.
2-4-2015 Purchased 100 units @ `55 per unit
6-4-2015 Issued 400 units 10-4-2015 Purchased 600 units @ `55 per unit
13-4-2015 Issued 400 units 20-4-2015 Purchased 500 units @ `65 per unit.
25-4-2015 Issued 600 units
10-5-2015 Purchased 800 units @ `70 per unit
12-5-2015 Issued 500 units 13-5-2015 Issued 200 units
15-5-2015 Purchased 500 units @ `75 per unit
12-6-2015 Issued 400 units
15-6-2015 Purchased 300 units @ `80 per unit.

2. The following particulars for process II are given:

Particulars	Units	Amount
Transfer to process II at cost	4000	9000
Direct wages		2000
Direct material		3000
Transfer to Finished stock	3240	

Factory overheads in process are absorbed at a rate of 400% of direct material. Allowance for Normal loss is 20% of Units worked. Scrap value is ` 5 per unit. Evaluate the cost of transfer to finished stock. Using the information supplied above, show the amount of gain or loss in the process to be taken to Cost Profit and Loss A/c.

3. A). Calculate the Economic Order Quantity from the following information. Also state the number of orders to be placed in a year. Consumption of materials per annum: 10,000 kg Order placing cost per order: ` 50 Cost per kg. of raw materials: ` 2 Storage costs: 8% on average inventory

B). The average annual consumption of a material is 18,250 units at a price of ` 36.50 per unit. The storage cost is 20% on an average inventory and the cost of placing an order is ` 50. How much quantity is to be purchased at a time?

4. What is Re-ordering Level? Explain its relationships with Maximum and Minimum Stock Levels. What are the factors to be considered in fixing Re-ordering Level and Quantity? Under what circumstances would you recommend revision of levels?

5. Write short notes on the following:

- (a) Out of Pocket Cost.
- (b) Sunk Cost
- (c) Opportunity Cost
- (d) Imputed Costs

Course Title: Advertising and Media Choices

Course Code: BBA 303

Session: 2021-22

Maximum Marks – 30

Note: Attempt any three of the following five questions. All questions carry equal marks.

1. “Do print media still have the old charm of reaching the highest number of customers”? Discuss.
2. Define media planning. Discuss its importance. State the steps which are involved in development of media plan.
3. Discuss how communication effect in pre- testing can be measured.
4. Discuss the statutory provisions which regulate advertisements in India.

5. Write short notes on any two of the following:
 - a. Client agency relationship
 - b. Advertising agency
 - c. Ethical issues in advertising

Course Title: Personal Selling and Salesmanship

Course Code: BBA 304

Session: 2021-22

Maximum Marks – 30

Note: Attempt any three of the following five questions. All questions carry equal marks.

1. What do you mean by personal selling? Discuss the nature and importance of personal selling. Also describe the challenges in personal selling.
2. Define buying motive. Discuss the factors which help in identifying buying motives.
3. Why are objections raised? What procedure should be followed by a salesman in handling customer's objections?
4. Discuss the measures to be taken for making selling as an attractive career.
5. (a) Explain need for control and supervision of the distributors.
(b) Describe how distributor's effectiveness and performance can be evaluated.

Course Title: Management of the Sales Force

Course Code: BBA 305

Session: 2021-22

Maximum Marks – 30

Note: Attempt any three of the following five questions. All questions carry equal marks.

1. Describe the features and disadvantages of product-based sales force structure.
2. Why formal organizations are necessary in a formal environment?
3. What are the major functions of a sales manager?
4. Define recruitment. Describe all the sources of recruitment
5. Write short notes on-
 - (a) Build up method and break down method for territory design.
 - (b) Objectives of territory design.

Course Title: Sales Promotion and Public Relations

Course Code: BBA 306

Session: 2021-22

Maximum Marks – 30

Note: Attempt any three of the following five questions. All questions carry equal marks.

1. Define Sales Promotion. What are the importance of sales promotion from the point of view of manufacturer?
2. What is display? State the various forms of retail displays.
3. At the pre-testing stage evaluating sales promotion is essential. Discuss
4. Define public relations. What are the functions of public relations?
5. Write short notes on any two of the following
 - a. Contests and Sweepstakes.
 - b. Refund and Rebate.

Course Title: Human Resource Management

Course Code: BBA 307

Session: 2021-22

Maximum Marks – 30

Note: Attempt any three of the following five questions. All questions carry equal marks.

1. What is the meaning of Human Resource Management? How are the functions of human resource management categorized?
2. How has HR helped in reducing work life conflict? Discuss.
3. Define the concept of job analysis. Discuss its components briefly.
4. Define industrial relations. What are the main causes of industrial dispute? Describe the various measures to improve industrial relations.
5. Write short notes on any two of the following:
 - a) Human Resource Planning
 - b) Career Planning
 - c) Difference between Training and Development
 - d) Types of Recruitment