

STUDENT ASSIGNMENTS

(SESSION 2018-19)

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 assignments 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 2018-19 (<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 Assignment will be payable to CDOL through Demand Draft in favour of Jamia Millia Islamia, Payable at New Delhi.
- For ex-students who failed to submit assignments during the course of the programme are required to submit **Rs. 200/-** per assignment to CDOL in the form of 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.**
- **Please go through your Programme Guide carefully.**

Bachelor of Business Administration (BBA): Final Year

Course Title – Fundamentals of Entrepreneurship
Session – 2018-19

Course Code – B.B.A 301
Maximum Marks - 30

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

1. What are the functions of an entrepreneur? How an economic environment affect the working of an entrepreneur.
2. (a) What are the factors responsible for identification of business opportunities?
(b) What are the legal requirements for establishing a business?
3. Discuss in detail the features of Capitalism, Socialism and Mixed economy
4. What is the rationale of Entrepreneurship Development Programmes in India? What is the role of government in promoting EDPs in India
5. Write short notes on:
 - (a) Role of entrepreneur in export promotion
 - (b) Government incentives to SSIs.

Course Title – Cost and Management Accounting
Session – 2018-19

Course Code – B.B.A 302
Maximum Marks - 30

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

1. “Management accounting is concerned with the accounting information that is useful to management” Discuss.
2. ABC Ltd provide you the following data for 60% activity. Prepare flexible budget for 80% and 100% activity.

Production at 60% activity	600 units
Material	Rs. 100 per unit
Labour	Rs. 40 per unit
Expenses	Rs. 10 per unit
Factory Expenses	Rs. 40,000 (40% fixed)
Administration Expenses	Rs. 30,000 (60% fixed)
3. What do you mean by absorption of overheads? Discuss the different methods for the absorption of factory overhead with suitable examples.
4. A single product company sells its product at Rs. 60 per unit. In 2016 the company operated at a margin of safety of 40%. The fixed cost amounted to Rs. 3,60,000 and the variable cost ratio to sales was 80%. In 2017, it is estimated that the variable cost will go up by 10% and the fixed costs will increase by 5%.

Find the selling price required to be fixed in 2017 to earn the same P/V ratio as in 2016. Assuming the same selling price of Rs. 60 per unit in 2017. Find the number of units required to be produced and sold to earn the same profit as in 2016.
5. Calculate the Labour variances from the following information:

Standard wages:-	
Grade X:	90 Labourers at Rs. 2 per hour
Grade Y:	60 Labourers at Rs. 3 per hour
Actual wages:	
Grade X:	80 Labourers at Rs. 2.50 per hour
Grade Y:	60 Labourers at Rs. 2.00 per hour

Budgeted Hour 1000, Actual Hours 900.
Budgeted Gross Production 5000 units.
Standard Loss 20%
Actual Loss 900 units.

Course Title – Advertising Media Choices
Session – 2018-19

Course Code – BBA/BBS 303
Maximum Marks – 30

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

1. How does advertising work? Explain it as a tool of promotion and distinguish it with other promotional tools.
2. What are the different methods to measure effectiveness of an advertisement? Write down the main problems in measuring advertising effectiveness of any advertisement.
3. Discuss the possibility of ethical advertising in India in the light of guidelines provided by ASCI.
4. Can media planning be considered as the problem solving process that translates marketing objectives into series of strategic decisions? Explain.
5. Write Short Note on any two of the following:
 - a) Advertising Media & Advertising Agencies
 - b) Media Scheduling
 - c) Pre - testing of Communication effect

Course Title – Personal Selling & Salesmanship
Session – 2018-19

Course Code – BBA/BBS 304
Maximum Marks – 30

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

1. Distinguish between cost of advertising and cost of personal Selling. Discuss the situations where personal selling is more beneficial than advertising?
2. What do you mean by buying motives? Discuss the characteristics and classification of buying motives.
3. Discuss the selling steps leading to close of a sale. What are the requisites of a successful close?
4. Selling can be considered as an attractive career. Discuss.
5. Write Short Note on any two of the following:
 - i. Characteristics of a good salesman.
 - ii. Problems in personal selling.
 - iii. Routing and Scheduling

Course Title –Management Of Sales Force
Session – 2018-19

Course Code – BBA/BBS 305
Maximum Marks – 30

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

1. Define the Sales Organisation and explain the Basis for designing it in detail.
2. What is Recruitment? Describe the Factors that influence the recruitment. Define the sources of recruitment in brief.
3. Describe the different types training methods required for salesman.
Explain the major outcomes of evaluation training program.
4. What are the Sales Territories? Write down Various Steps needed for designing sales territories.

5. Attempt any two of the following:
- i. Methods of Sales force Budgeting
 - ii. Principles of Sales Quotas.
 - iii. Elements of Sales Analysis
 - iv. Management by Objectives.

Course Title –Sales Promotion and Public Relations
Session – 2018-19

Course Code – BBA/BBS 306
Maximum Marks - 30

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

1. What is the sales promotion? Describe the nature of sales promotion
2. Explain the techniques used in consumer – oriented sales promotions in detail?
3. State a few of the objectives of trade fairs and exhibitions. Describe the planning required for the exhibition of FMCG products.
4. What is Public Relation? Is there any similarity between public relation and publicity? Explain the importance of public relation in respect of present day scenario?
5. Write short notes on any two of the followings:
 - i. Contents and sweepstakes
 - ii. point of purchase displays
 - iii. Ethics in Sales promotion
 - iv. Sales force contests

Course Title –Human Resource Management
Session – 2018-19

Course Code – BBA/BBS 307
Maximum Marks - 30

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

1. Explain in details the importance of Human Resource Management in an industrial enterprise.
2. What are the different types of interviews for selection? Illustrate any five.
3. Describe the various measures to improve industrial relations.
4. Describe the main causes of labour turnover.
5. Write short notes on any two of the followings:
 - i. Human Resource Development
 - ii. Recruitment
 - iii. Reward Management
 - iv. Succession Planning