CENTRE FOR DISTANCE AND ONLINE EDUCATION

JAMIA MILLIA ISLAMIA, NEW DELHI – 110025

STUDENT'S ASSIGNMENTS

BBA (DISTANCE MODE) Part II

(SESSION 2020-21)

STUDENT ASSIGNMENTS (SESSION 2020-21)

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**.

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

1.

  a. Find the following sum.

$$\frac{1}{1+r} + \frac{1}{(1+r)^2} + \frac{1}{(1+r)^3} + \cdots + \frac{1}{(1+r)^n}$$

  b. Discuss the usefulness of differential calculus.

2. An investor has Rs 60,000 that she wants to invest in bank fixed deposit (FD), Equity Shares (EQ) and Mutual Fund (MF). In view of the risk involved in buying equity shares, she wants to invest an amount in equity shares equal to 20% of her total investments in FD and MF. Because of certain tax exemption available to her, she would like to maintain a 3:2 ratio between investment in FD and MF. Using matrix algebra, determine the amount she would invest in each of the three forms of investments.

3. A firm has approximated the marginal revenue function for one of its products by $R = 20x - 2x^2$. The marginal cost function is approximated by $C = 81 - 16x + x^2$. Determine the profit maximizing output and the total profit at the optimal output.

4. Calculate Karl Pearson's Coefficient of Skewness from the data given below:

Hourly wages (Rs.)	No. of workers	Hourly wages (Rs.)	No. of workers
40—50	5	90—100	30
50—60	6	100—110	36
60—70	8	110—120	50
70—80	10	120—130	60
80—90	25	130—140	70

5. Social media usage of 50 students was tracked over a week and daily usage in minutes is given below. Construct a frequency distribution. Also show the histogram.

121	131	77	87	68	144	143	154	74	47
68	75	42	58	115	39	77	85	77	77
73	112	21	104	66	47	80	174	102	102

112	84	55	69	35	79	113	130	38	118
58	31	55	69	110	40	108	105	114	51

Course Title: Information Technology in Business   **Course Code: BBA 202**

Session: 2020-21   **Maximum Marks – 30**

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

1. Explain the uses of Computer Application in everyday life.
2. How do you insert table in your word document? Discuss the steps involved in splitting and merging cells.
3. What is computer software? Discuss the categories of computer software?
4. What is network? Discuss the component of computer network?
5. Convert the following
    a. Decimal number $(6172)_{10}$ to Binary number
    b. Convert Octal number $(345)_8$ to Decimal number
    c. Convert Hexadecimal number $(01234567)_{16}$ to Binary number

Course Title: Corporate Law   **Course Code: BBA 203**

Session: 2020-21   **Maximum Marks – 30**

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

1. Discuss the provisions of the Companies Act, 2013 relating to formation of a public limited company.
2. Define Articles of Association. Explain the procedure given under the Companies Act, 2013 to alter the Articles of Association.
3. Discuss the provisions of the Companies Act regarding the appointment of directors. Discuss the powers and duties of a director.
4. What are the different kinds of company meetings? Discuss the requisites of a valid general meeting as per the Companies Act, 2013.
5. Write short note on **any two** of the following:
    a) Doctrine of Ultra-Vires
    b) Misleading Prospectus.
    c) Promoters.
    d) Official Liquidator.

Course Title: Introduction to Business Finance　　　　**Course Code: BBA 204**

Session: 2020-21　　　　**Maximum Marks – 30**

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

1. What are the objectives of financial management? Discuss the functions of finance.
2. What do you mean by over and under capitalization? Write their causes and remedies.
3. Discuss the relationship between dividend payout and value of a firm.
4. Discuss various methods of Capital budgeting.
5. Write short notes on **any two** of the following:
   a. Walter Model
   b. SEBI
   c. Cost of retained earnings

Course Title: Business Environment　　　　**Course Code: BBA 205**

Session: 2020-21　　　　**Maximum Marks – 30**

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

1. Discuss the dimensions of business environment.
2. What is the role of government in business? Give examples.
3. Define industrial relations. Discuss the different parties in industrial relations.
4. What are the features of Indian foreign trade?
5. Write short notes on **any two** of the following:
   a. Industrial Policy
   b. Industrial sickness
   c. EXIM Policy
   d. Balance of payment

Course Title: Marketing Communication　　　　**Course Code: BBA 206**

Session: 2020-21　　　　**Maximum Marks – 30**

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

1. What is Marketing Communication mix? Discuss its various elements.
2. Write the steps involved in developing effective marketing communication system.
3. What do you mean by sales promotion? Discuss various sales promotion techniques.
4. What are different communication barriers? How to overcome these barriers?
5. Write Short notes on **any two** of the following:
   a. Emerging trends in Marketing communication

b. Future medium of communication
c. 7Cs of Communication

Course Title: Advertising Practices   **Course Code: BBA 207**

Session: 2020-21   **Maximum Marks – 30**

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

1. Define advertising. Discuss various categories of media available to an advertiser.
2. Describe commercial and non-commercial advertising. Write the differences between the two.
3. Describe the elements of an Advertisement copy. Write essential features of an effective advertisement copy.
4. Discuss the pre-testing and post-testing techniques to measure advertising effectiveness.
5. Write short notes on **any two** of the following:
   a. Product life cycle
   b. Role of celebrities in advertisement
   c. Ethical issues in advertisement