

STUDENT ASSIGNMENTS

BBA Part-III

(ONLINE MODE)

(SESSION 2023-24)

CENTRE FOR DISTANCE AND ONLINE EDUCATION

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NEW DELHI – 110025

STUDENT ASSIGNMENTS
(SESSION 2023-24)

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: Fundamental of Entrepreneurship

Course Code: BBA 301

Session: 2023-24

Maximum Marks – 30

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

1. Distinguish between an entrepreneur and a manager. Discuss in detail the theories of entrepreneurship.
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 the economic environment affect entrepreneurs? Briefly comment on the social responsibility of entrepreneurs.
4. What are EDPs? Discuss the role, relevance and achievements of EDPs with special reference to India.
5. Write short notes on any **Two** of the following:
 - a) Women Entrepreneurship in India
 - b) Factors affecting the location of an enterprise
 - c) Business Plan
 - d) Role of Incentives and subsidies in the growth of entrepreneurship in India

Course Title: Cost and Management Accounting

Course Code: BBA 302

Session: 2023-24

Maximum Marks – 30

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

1. **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: 15,000 kg Order placing cost per order: 40 Cost per kg. of raw materials: 3 Storage costs: 7 % on average inventory.
 - B).** The average annual consumption of a material is 19,750 units at a price of 33.50 per unit. The storage cost is 22% on an average inventory and the cost of placing an order is 45. Calculate the Economic Order Quantity.
2. During the course of its manufacturing a product passes through three distinct processes A.B and C. During a particular month of 2200 units were introduced @ 10 per units in process A and same were also completed from process C. Other detail are as follows.

Particular	Process A (Amount)	Process B (Amount)	Process C (Amount)
Direct material	20000	10000	-
Direct wages	13000	9000	6000
Direct expenses	7000	5000	4000

Assuming no process loss and no work- in -progress in any process, prepare the necessary process accounts.

3. Delhi Manufacturing company submits the following information on 31-3-2024. Prepare cost sheet.

Particular	Amount
Sales for the year	275000
Inventories at the beginning of the year	-----
Raw Materials	3,000
Work in Progress	4,000
Finished Goods	1,10,000
Direct Labour	6,000
Inventories at the end of the year	
Raw Materials	4,000
Work in Progress	6,000
Finished Goods	8000
Other expenses for the year	-----
Selling expenses	27,500
Administrative expenses	13,000
Factory overheads	40,000

4. Differentiate between a Reconciliation statement and Reconciliation of account.

5. Write short notes on any **Two** of the following:

- Opportunity cost
- Responsibility Centre
- Angle of incidence
- Split-off point

Course Title: Advertising Media Choices

Course Code: BBA 303

Session: 2023-24

Maximum Marks – 30

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

1. What are the key factors to consider when selecting the most effective advertising for a new product launch?

2. What steps are involved in the media planning process for a national advertising campaign?
3. What are the advantages and disadvantages of using a continuous media scheduling strategy compared to a flighting or pulsing approach in advertising campaigns?
4. What ethical consideration should advertisers consider when creating advertising campaigns, and how do these considerations intersect with legal regulations?
5. Write short notes on any **Two** of the following:
 - a) Adverting vs. Salesmanship
 - b) Media Buying
 - c) Advertisement Copy
 - d) Advertising Agency

Course Title: Personal Selling and Salesmanship

Course Code: BBA 304

Session: 2023-24

Maximum Marks – 30

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

1. Discuss the nature and importance of personal selling. Also describe the challenges in personal selling.
2. What do you mean by buying motive? State 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. Suggest some of 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: 2023-24

Maximum Marks – 30

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

1. What are the key factors to consider when recruiting and selecting sales personnel for a diverse and competitive market?

2. How can a company effectively design and manage sales territories to optimize sales force productivity and customer satisfaction?
3. What are the main components of a sales force budget, and how can companies ensure that their budgeting process aligns with strategic sales objectives?
4. What are the essential elements of an effective sales force training program, and how can companies ensure ongoing skill development and performance improvement among their sales teams?
5. Write short notes on any **Two** of the following:
 - a) Sales Force Evaluation
 - b) Sales Quota
 - c) Sales and Cost Analysis
 - d) Process of Sales Budget

Course Title: Sales Promotion and Public Relations

Course Code: BBA 306

Session: 2023-24

Maximum Marks – 30

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

1. Nature of the market influence the sales promotional measures. Discuss.
2. 'Coupon' is a technique of consumer-oriented sales promotion. Discuss with examples.
3. What sales promotion strategies you would recommend for the following product?
 - a. Laptop computers
 - b. Soaps
 - c. Baby food.
4. In recent times, sales promotion in service marketing is gaining importance. Discuss.
5. Write short notes on any **Two** of the following:
 - a) Sweepstakes
 - b) Point of purchase promotion
 - c) Trade allowance
 - d) Pre testing

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

1. What do you mean by personnel policies? Describe the important personnel policies that affect the job of a personnel manager.
2. What specific important external factors would you like to consider for human resource planning and why?
3. State objectives of wage and salary administration? What factors should be taken into account while deciding executives' compensation?
4. Define industrial relations? What measures would you suggest to improve industrial relations in India?
5. Write short note on any **Two** of the following
 - a) Industrial Democracy
 - b) Performance Appraisal
 - c) Talent Management
 - d) Job Analysis