

STUDENT ASSIGNMENTS - 2018-19
FOR INDIAN DEFENCE PERSONNEL
INSTRUCTIONS

Indian Defence personnel enrolled for various programmes (under Distance Mode) at CDOL, Jamia Millia Islamia are advised to read carefully and follow the instructions given below:

- Submission of one complete Assignment in each course of the programme is compulsory.
- Completed Assignments on prescribed Assignment booklet are to be submitted by hand or through post to Programme Coordinator, CDOL, Jamia Millia Islamia.
- For Assignments Submitted after date 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.
- Ex-Students who failed to submit Assignments (last year's 2016-17 & 2017-18) 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.**
- You may contact your Programme Coordinator at CDOL, Jamia Millia Islamia to collect evaluated Assignments.
- **Please go through your Programme Guide carefully for further details.**

**BBA Final Year
(For Indian Defence Personnel)**

**Course Title – Principles of Business Management
Session – 2018-19**

**Course Code – BBA- 101
Maximum Marks - 30**

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

1. What do you mean by management? Discuss Fayol's principles of management in detail?
2. Define controlling? Explain the various steps involved in controlling process.
3. 'Directing is the heart of management, do you agree? Give any four reasons to support your answer.
4. What is recruitment? Distinguish between Internal and External source of recruitment.
5. Write short notes on any **two** of the followings:
 - a) Importance of Motivation.
 - b) Leadership.
 - c) Coordination.
 - d) Management of Change.

**Course Title – Principles of Marketing
Session – 2018-19**

**Course Code – BBA-106
Maximum Marks - 30**

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

1. What is marketing environment? Explain its main dimensions.
2. What do you understand by consumer behavior? Discuss factors influencing consumer behavior.
3. What is meant by product life cycle? Explain its concept with example.
4. Differentiate between any two of the following;
 - a Consumer product and Industrial product
 - b Selling and Marketing
 - c Advertising and Publicity
5. Write short notes on any two of the following;
 - a Market Segmentation.
 - b Physical Distribution.
 - c Pricing of a New Product.
 - d Branding.

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

1. Describe business finance. Discuss its important and approaches.
2. What is Leverage? Explain in detail the various types of Leverages?
3. Define Capital Budgeting. Explain its need and importance in a firm.
4. What do you mean by Measurement of cost capital? What does it includes?
5. Write short note on any two of the following:
 - a. Prospectus.
 - b. Flexibility.
 - c. Return on investment (ROL)
 - d. Public deposits.

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

1. What do you mean by Business Environment? Discuss the various dimensions of business environment.
2. What do you mean by New Economic Policy 1991? What are its main components?
3. Discuss the roles of Small Scale Sector in the economic development of India.
4. Define Industrial relations. Discuss its importance.
5. Write short notes on any two of the following;
 - a. Foreign trade policy.
 - b. Exim Policy.
 - c. MNCs in India
 - d. Balance of Payment.

Note: Attempt any three questions from the following. 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 – Personal Selling and Salesmanship
Session – 2018-19

Course Code – BBA-304
Maximum Marks - 30

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

1. Distinguish between cost of advertising and cost of personal Selling and discuss the situations 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:
 - a. Characteristics of a good salesman.
 - b. Problems in personal selling.
 - c. Routing and Scheduling