

STUDENT ASSIGNMENTS

BBA (Distance Mode) Part-I OL

(Session 2022-23)

CENTRE FOR DISTANCE AND ONLINE EDUCATION

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NEW DELHI – 110025

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 A4 sheet papers are to be uploaded on the Google class room on or before the last date.
- Assignment of each subject code should not be less than 15 pages.
- **The last date of Submission of the hard copy of the Assignment is 31st May, 2023.**
- Write your name, roll number and other details as required on the cover page of assignment. For your record you may keep a photocopy of your assignments.
- For Assignments Submitted after the due date mentioned above, a late fee of Rs. 100/- per assignment will be payable through Demand Draft in favour of Jamia Millia Islamia, Payable at New Delhi.
- Please go through your Programme Guide carefully for further details.

Course Title: Principles of Business Management

Course Code: BBA – 101 (OL)

Session: 2022 – 2023

Maximum Marks: 30

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

1. Management may be understood as a discipline, a group or a profession. Explain in details.
2. Explain Behavioural Approach.
3. Explain Administrative Management and its fourteen principles.
4. What do you mean by Departmentation? Discuss the basis of departmentation.
5. What is supervision? State the types and methods of supervision.

Course Title: Business Economics

Course Code: BBA – 102 (OL)

Session: 2022 – 2023

Maximum Marks: 30

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

1. What are the characteristics of perfect competition? Discuss price determination under perfect competition with the help of a diagram.
2. 'MR=MC is not the only condition to attain equilibrium', explain.
3. Explain the law of diminishing marginal utility with the help of an example.
4. Define wage. How wage is determined in case of collective bargaining?
5. Write notes on:
 - a. Price discrimination in monopoly
 - b. Mixed economy
 - c. Return to scale

Course Title: Financial Accounting

Course Code: BBA – 103 (OL)

Session: 2022 – 2023

Maximum Marks: 30

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

1. What do you understand by book-keeping? Discuss its limitations in brief?
2. Explain the conversion method for preparation of Final Accounts from Incomplete Records.
3. Explain the bases of allocation of common expenses among various Departments.
4. Explain the treatment of accumulated profit or losses at the time of admission of a partner.
5. Why Realisation Account is prepared? What Journal entry is made in case of payment of unrecorded assets and liability?

Course Title: Business Regulatory Framework

Course Code: BBA – 104 (OL)

Session: 2022 – 2023

Maximum Marks: 30

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

1. ‘All contracts are agreements but all agreements are not contracts.’ Comment explaining the essential elements of a valid contract.
2. What is an offer? Explain the rules governing a valid offer.
3. What is a wager? Discuss the law relating to wagering agreements.
4. Explain in detail the Carriage by Air.
5. Explain in detail the rules relating to settlement of accounts of a firm after dissolution.

Course Title: Business Communication

Course Code: BBA – 105 (OL)

Session: 2022 – 2023

Maximum Marks: 30

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

1. Effective communication has always been essential for business success. Explain this statement in detail.
2. What is the communication process? Explain various steps involved in the process of communication.
3. Describe the various barriers related to the communication process.
4. What is oral communication? Explain the advantages and disadvantages of oral communication. How can oral communication skills be improved?
5. What is the main purpose of a business letter? What points should the writer of a business letter keep in mind so that his purpose may be served best?

Course Title: Principles of Marketing

Course Code: BBA – 106 (OL)

Session: 2022 – 2023

Maximum Marks: 30

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

1. Explain the role of cultural and political environment and explain its impact on marketing programme.
2. Explain the concept of market segmentation? Discuss the basis of markets segmentation?
3. Discuss in details the steps in consumer buying process.
4. Define product life cycle. Discuss how marketing strategies change as a product moves through various stages of the life cycle?
5. Write short notes on any **two** of the following;
 - a) Publicity
 - b) Physical Distribution
 - c) Skimming and penetration pricing