

**STUDENT ASSIGNMENTS**  
**BBA (DISTANCE MODE) Part-II**  
**(SESSION 2021-22)**

**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**JAMIA MILLIA ISLAMIA**  
**NEW DELHI – 110025**

**STUDENT ASSIGNMENTS**  
**(SESSION 2021-22)**

**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.** Calculate Mean, Median and Mode from the following data:

<b>Marks</b>	<b>No. of Students</b>
1-5	07
6-10	10
11-15	06
16-20	30
21-25	24
26-30	17
31-35	10
36-40	05
41-45	01

**2.** “Statistics is a body of methods for making wise decision in the face of uncertainty.” Comment on the statement bringing out clearly how does statistics help in business decision-making.

**3.** A company is considering a salary plan that would pay new employees Rs. 5000.00 per month with Rs. 200 as annual increment.

(i) Find the total earned salary through 20 years.

(ii) Find the period for the monthly salary to get doubled.

**4.** If a person repays a loan of Rs. 3250 by paying Rs. 20 in the first month and then increases the payment by Rs. 15 every month then how long will he take to clear his loan amount?

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

(i) Permutation and Combination

(ii) Measures of Dispersion

(iii) Sampling Methods

(iv) Statistical Derivatives

(v) Matrices and Determinants

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

1. What do you mean by computer? Discuss the various types of computers.
2. “An operating system is an interface between a user and the computer system.” Do you agree with the statement? Explain the various functions performed by an operating system.
3. What do you mean by Computer Networks? Explain the concept of LAN and MAN and WAN.
4. What do you mean by alignment in a MS word Document? Discuss different types of alignment available in MS Word.
5. Write short notes on any two of the following:
  - a. Convert the following Decimal number  $(7860)_{10}$  to Binary number.
  - b. Differentiate between RAM and ROM.
  - c. Explain AND & IF functions with syntax in MS–Excel.
  - d. Differentiate between Slide Transition and Animation MS PowerPoint.

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

1. Define a Public Company. How does it differ from a private company?
2. What do you mean by Memorandum of Association? What are its important contents? Explain the provisions of the Companies Act, 2013 regarding the alteration of registered office clause.
3. Discuss the extent of Civil and Criminal liability for mis-statements in prospectus.
4. What is Annual General Meeting? State the legal provisions to be complied with for the purpose of holding such meeting.
5. Define winding up. Discuss the consequences of the winding up order by the Tribunal.

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

1. A limited company is considering investing a project requiring a capital outlay of ` 2,00,000.

Forecast for annual income after depreciation but before tax is as follows:

Year	Amount
1	100000
2	100000
3	80000
4	80000
5	40000

Depreciation may be taken as 20% on original cost and taxation at 50% of net income. Present value is 10%. You are required to evaluate the project according to each of the following methods:

- (a) Pay-back method
- (b) Rate of return on original investment method
- (c) Net present value index method
- (d) Internal rate of return method.

2. X Ltd., has 8 lakhs equity shares outstanding at the beginning of the year 2022. The current market price per share is ` 120. The Board of Directors of the company is contemplating ` 6.4 per share as dividend. The rate of capitalisation, appropriate to the risk-class to which the company belongs, is 9.6%:

- (i) Based on M-M Approach, calculate the market price of the share of the company, when the dividend is – (a) declared; and (b) not declared.
- (ii) How many new shares are to be issued by the company, if the company desires to fund an investment budget of ` 3.20 crores by the end of the year assuming net income for the year will be ` 1.60 crores?

3. Calculate the Cost of Capital from the following cases:

- (i) 10-year 14% Preference shares of ` .100, redeemable at premium of 5% and flotation costs 5%. Dividend tax is 10%.
- (ii) An equity share selling at ` .50 and paying a dividend of ` .6 per share, which is expected to continue indefinitely.
- (iii) The above equity shares if dividends are expected to grow at the rate of 5%.

4. Define different types of leverages with example?

5. Define operating cycle also explain difference between permanent and temporary working capital?

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**Course Title: Business Environment**

**Course Code: BBA 205**

**Session: 2021-22**

**Maximum Marks – 30**

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

1. Briefly explain the various components of business environment.
2. Discuss the consumer dispute redressal mechanism available to consumer under the Consumer Protection Act.
3. What are the major changes introduced in the New Industrial Policy, 1991?
4. Discuss the important steps taken by the Government for the promotion and protection of small-scale sector in India.
5. Write short notes of any two of the following.
  - a) WTO
  - b) EXIM Bank
  - c) Workers Participation in Management

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**Course Title: Marketing Communication**

**Course Code: BBA 206**

**Session: 2021-22**

**Maximum Marks – 30**

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

1. What do you mean by personal selling? Discuss the nature and importance of personal selling. Also describe the challenges in personal selling.
2. Define the term Marketing Information System. Explain the 7C's of marketing communication system in detail.
3. What are the various medias of advertising? Distinguish between the Advertising and Personal Selling.
4. Explain the nature, scope and importance of communication. Also discuss in detail the qualities of a good marketing communication system.
5. Write short notes on any two of the following:
  - (a) Emerging trends in marketing communication
  - (b) Diffusion Adoption Process
  - (c) Barriers in Effective Communication System
  - (d) Publicity vs Public Relations

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**Course Title: Advertising Practices**

**Course Code: BBA 207**

**Session: 2021-22**

**Maximum Marks – 30**

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

1. What do you mean by advertising? Discuss the social and economic aspects of advertising.
2. What do you mean by Advertising Media? Describe the factors affecting the selection of an advertising media.
3. What is Advertising Budget? Discuss different approaches for determining the size of advertising budget.
4. Explain ethical and social issues in advertising in the Indian market. Also discuss the legal framework dealing with these issues.
5. Write short notes on any two of the following:
  - a. Differentiate between Advertising and Publicity.
  - b. Types of Advertising Commercial.
  - c. Importance of celebrity endorsement in Advertising.
  - d. Explain the problems faced in measuring advertising effectiveness