

STUDENT ASSIGNMENTS

(SESSION 2018-19)

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 assignments 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 2018-19 (<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 Assignment will be payable to CDOL through Demand Draft in favour of Jamia Millia Islamia, Payable at New Delhi.
- For ex-students who failed to submit assignments during the course of the programme 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.**
- **Please go through your Programme Guide carefully.**

Bachelor of Business Administration (BBA): First Year

Course Title – Principle of Business Management

Course Code – BBA 101

Session – 2018-19

Maximum Marks - 30

Note: Attempt any three questions out of the following questions. 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 – Business Economics

Course Code – BBA 102

Session – 2018-19

Maximum Marks - 30

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

1. Explain the various dimensions and approaches to study the concept of economics.
What are the factors affecting individual demand? Describe the law of demand.
2. Explain the equilibrium of a monopoly firm? Show that price fixed by the monopolist is more than marginal cost of production.
3. Explain the shape of short-run cost curves. Analyse the relationship between AC and MC curves.
4. Write short note on any **two** of the following:
 - a Indifference Curve.
 - b Law of Diminishing Marginal Utility.
 - c Oligopoly.

Course Title – Financial Accounting

Course Code – BBA 103

Session – 2018-19

Maximum Marks -30

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

1. Voltas Ltd. bought a truck on 1st Jan, 2000 for Rs. 60,000 and a sum of Rs. 20,000 was spent for various accessories on 1st July 2001 another vehicle was purchased for Rs. 52,000 on 1st July 2002, the first truck was sold for 46,000. Rate of deprecation was 10% on the original cost annually 31st December. In 2002 the method of charging depreciation has changed to diminishing value method, on the balance exiting on 31.12.2002, the rate being 15% per annum. Prepare truck account for 2000, 2001, 2002 and 2003.
2. What do you prepare 'receipts and payment account' and income and expenditure account? Distinguish between a receipts and payment account & Income and expenditure account.
3. From the following particulars prepare Delhi Branch account showing profit or loss from the branch in the books of Kolkata Head office.

	Rs.
Opening stock at the branch	75,000
Goods sent to Branch	22,500
Expenses:	

Salaries	2500
Rent	800
Other Expenses 188	
Sales (Cash)	30,000

Closing Stock could not be ascertained but it is known that branch usually sells goods at cost plus 20%. The branch manager is entitled to commission of 5% of profit of branch after charging such commission.

4. Mr. X purchased an auto rickshaw for Rs. 28,000 on 1 Jan 2007; payment to be made as Rs. 8,000 down and three installment of Rs. 8,000 each at the end of each year. Rate of interest is charged at 6% p.a. The purchaser is depreciating the assets at 10% p.a on straight line method. Mr X paid the first installment but because of difficulties, he could not pay the second installment with the result that the seller took possession of the auto rickshaw. The seller had to spend Rs. 500 on repairs and then sold the assets for Rs.15, 000. Open ledger accounts in the books of both parties.
5. Write short note on any **two** of the following:
 - a Self-Balancing System.
 - b IFRS (International Financial Reporting Standards.)
 - c Dissolution of a Partnership Firm.
 - d Concept of Accounting Process.

Course Title – Business Regulatory Framework
Session – 2018-19

Course Code – BBA 104
Maximum Marks - 30

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

1. State the essentials of a valid contract.
2. Distinguish between indemnity and guarantee.
3. Discuss the rights and duties of bailor and bailee.
4. Explain the meaning and features of Limited Liability Partnership.
5. Write short note on any **two** of the following:
 - a Right of unpaid seller.
 - b Bailment and Pledge.
 - c Quasi Contracts.
 - d Dissolution of Partnership Firms.

Course Title – Business Communication
Session – 2018-19

Course Code – BBA 105
Maximum Marks - 30

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

1. Define communication and explain the principles of effective communication.
2. Distinguish between verbal and non verbal communication. Describe the forms of non verbal communication.
3. Explain the following with suitable examples:
 - a) Downward Communication
 - b) Upward Communication
 - c) Horizontal Communication
 - d) Diagonal Communication

4. Discuss the barriers in communication and explain the steps in developing effective communication.
5. Write short notes on any two of the following:
 - a. Interview
 - b. Listening
 - c. Report Writing
 - d. Breakdown in Communication

Course Title – Principles of Marketing

Course Code – BBA 106

Session – 2018-19

Maximum Marks - 30

Note: Attempt any three questions out of the following questions. 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.
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