

STUDENT ASSIGNMENTS (SESSION 2019-20)

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 Learner Support Centre/Programme Coordinator, CDOL as per dates mentioned in the Academic Calendar 2019-20 (<http://jmi.ac.in/bulletinboard/academic-calendar/cdol>).
- 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.**

Part-II

Course Title – Business Mathematics and Statistics
Session – 2019-20

Course Code – BBA 201
Maximum Marks - 30

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

1. A salesman has the following records of sales during three months for three items A, B and C which have different rates of commission.

Months	Sale of units			Total Commission Rs
	A	B	C	
January	90	100	20	800
February	130	50	40	900
March	60	100	30	850

Find out the rates of commission on items A, B and C

2. The cost function of a firm is $C(x) = 1500 + 30x + x^2$, where x is the output

Determine the

- The average cost
 - The marginal cost
 - The marginal cost when 2 units are produced
 - The actual cost of producing 21st unit.
3. i) Explain the mathematical properties of Arithmetic Mean.

- ii) A stock broker firm has its head office in Mumbai and the Branch Office in Delhi. For the year 2012 it supplied the following information:

	Mumbai	Delhi
Number of transactions done	5470	1130
Average profit per transaction (Rs)	300	200

From the following information calculate the Average Profit for the stock broker per transaction by taking both the offices together.

4. A letter is typed by A in 4 minutes and the same letter is typed by B, C and D in 5, 6 and 10 minutes respectively.

What is the average time taken to complete a letter? How many letters do expect to be typed in one day comprising 8 working hours.

5. Two workers on the same job show the following results over a long period of time

	Worker A	Worker B
Mean time (minutes)	30	25
Standard deviation (minutes)	6	4

- a. Which worker is more consistent?
- b. Which worker is faster?

Course Title – Information Technology in Business
Session – 2019-20

Course Code – BBA 202
Maximum Marks - 30

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

1. What do you understand by Central Processing Unit? Describe in details the various units of CPU.
2. A) Convert Binary to 00011011 to Decimal.
B) Convert Decimal to 278 to Binary
C) Convert Decimal to 0.625 to Binary.
3. What is hacking and cracking? Discuss some common tactics for hacking.
4. What is digital Signature? Why secondary storage device are playing important role in computer.
5. Write short notes on any two of the following
 - a) Database.
 - b) Software Privacy.
 - c) E-Commerce.
 - d) Firewall.

Course Title –Corporate Law
Session – 2019-20

Course Code – BBA 203
Maximum Marks - 30

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

1. How does a private company differ from a public company? Describe briefly the procedure of conversion of a private company into a public company.
2. Write are the statutory restrictions on allotment of shares?
3. Write about the minute of a meeting and its importance.

4. Under what circumstances will the court order a compulsory winding up of a company? Explain with suitable examples.
5. Write short notes on any two:
 - a Promoters.
 - b Prospectus.
 - c Company Secretary.
 - d Managing Director.

Course Title – Introduction to Business Finance
Session – 2019-20

Course Code – BBA 204
Maximum Marks - 30

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

1. Discuss the factors affecting working capital requirement of a firm.
2. What are leverages and what is its different kinds?
3. Explain the objectives of financial management in details.
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. Return on investment (ROL)
 - b. Walter model of dividend policy
 - c. Nature of capital structure
 - d. Capital Budgeting

Course Title – Business Environment
Session – 2019-20

Course Code – BBA 205
Maximum Marks - 30

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

1. What are the important components of economic environment in India? Explain.

2. Critically examine the economic roles of the Government in India.
3. State the various regulatory roles of the government with examples.
4. Describe the various export promotion measure of the Government of India.
5. Write short notes on any two of the following
 - A) Industrial Sickness
 - B) MNCs in India
 - C) Balance of Payment.
 - D) Role of GATT

Course Title – Marketing Communication
Session – 2019-20

Course Code – BBA 206
Maximum Marks - 30

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

1. How individuals perceptions affect consumer behaviour? Explain with at least three examples.
2. Elaborate the way different barriers put a check on implementation of integrated marketing.
3. What do you mean by Marketing Communication ? what are the roles played by marketing communication ?
4. How crucial is “evaluation” in marketing communication? Give examples of tangible and intangible evaluation.
5. Write Short Note on any two of the following
 - a. Seven C’s of communication
 - b. Diffusion adoption Process
 - c. Direct Marketing.
 - d. Ethical issues in Marketing Communication

Course Title – Advertising Practices
Session – 2019-20

Course Code – BBA 207
Maximum Marks – 30

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

1. Discuss the role played by advertising in building a strong Brand.
2. How is online- advertising different from the traditional means of advertising?
3. Discuss the merits and demerits of celebrity endorsement.
4. Explain in detail deceptive and misleading advertising with the help of examples.
5. Write a short note on any two of the following:
 - a) Rural Advertising
 - b) Sales Effect of Advertising
 - c) Subliminal Advertising