

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 Study 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-III

Course Title – Fundamentals of Entrepreneurship
Session – 2019-20

Course Code – BBA 301
Maximum Marks - 30

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

1. Illustrate the important functions of an entrepreneur?
2. Why entrepreneurship is advised to scan the business environment?
3. What is the long-term effect of infrastructure spending on Small Scale industries?
4. What are the main objectives of Foreign Trade Policy? Discuss in current Indian Business Scenario.
5. Write short notes any two of the following:
 - (a) Social Responsibility of Business.
 - (b) Joint Stock Company.
 - (c) Subsidy.

Course Title – Cost and Management Accounting
Session – 2019-20

Course Code – BBA 302
Maximum Marks - 30

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

1. Distinguish between of the following:
 - a. Direct Cost and Indirect Cost.
 - b. Variable Cost and Fixed Cost.
2. Explain LIFO and FIFO methods of inventory or material valuation.
3. From the following figures prepare a reconciliation statement:

	Rs.
Net profit as per financial records	128755
Net profit as per costing records	172400

Works overhead under recovered in costing	3120
Administrative overhead recovered in excess	1700
Depreciation charges in financial records	11200
Depreciation recovered in costing	12500
Interest received but not included in costing	8000
Obsolescence loss charged in financial records	5700
Income tax provided in financial books	40300
Bank interest credited in financial books	750
Stores adjustments (credit financial books)	475
Depreciation of stock charged in financial books	6750

4. A company is expecting to have Rs. 35000 in cash on April 1, 2012 and it requires you to prepare a budget for three months, April to June 2012. The following information is supplied to you:

Months	Sales	Purchase	Wages	Expenses
	Rs.	Rs	Rs.	Rs.
February	70000	40000	8000	6000
March	80000	50000	8000	7000
April	92000	52000	9000	7000
May	100000	60000	10000	8000
June	120000	55000	12000	9000

Other information:

- Period of credit allowed by suppliers is two months.
 - 25% of the sales are for cash and period of credit allowed to customers for credit sales is one month.
 - Delay in payment of wages and expenses are one month.
 - Income tax of Rs. 20000 is to be paid in June 2012.
5. Write short notes on the following:
- Reorder Quantity

- b. Reorder Level
- c. Maximum Level
- d. Minimum Level

Course Title – Advertising and Media Choices
Session – 2019-20

Course Code – BBA 303
Maximum Marks – 30

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

1. Discuss the role played by Radio Advertising in the present day scenario.
2. Describe the factors to be considered while comparing cost effectiveness of various advertising media.
3. Discuss the merits and demerits of Pre-Testing and Post-Testing methods of evaluating advertising effectiveness.
4. What are the different institutions, mechanism, laws and system through which the government keeps a check on advertising in India ?
5. Write a short note on any two of the following:
 - a) Emotional and Rational appeals in Advertising
 - b) Out of Home Advertising
 - c) Media Scheduling
 - d) Advertising Agencies

Course Title – Personal Selling and Salesmanship
Session – 2019-20

Course Code – BBA 304
Maximum Marks – 30

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

1. Discuss the selling steps leading to close of sale.
2. Describe the situation where personal selling is more effective than advertising, compare and contrast cost of advertising and cost of personal selling.
3. Discuss selling as a career. Describe the measures to be taken for making selling as an attractive career.
4. What are the requisites of a successful close?
5. Write short notes on two of the following:
 - a. Speciality salesman
 - b. Psychology in selling
 - c. Rational patronage motives
 - d. Routing and scheduling

Course Title – Management of Sales Force
Session – 2019-20

Course Code – BBA 305
Maximum Marks – 30

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

1. What are the different types of Salesman? Describe the duties and qualifications of a Salesman
2. Discuss the important methods of training for an Industrial Salesman.

3. Differentiate between Recruitment and Selection. Discuss the various steps leading to the selection of a Salesman
4. Describe in detail Sales Territories and the steps involved in it.
5. Write a short note on any two of the following:
 - a) Vestibule
 - b) Sales Organization
 - c) Sales Personality
 - d) Point of Purpose

Course Title – Sales Promotion and Public Relations
Session – 2019-20

Course Code–BBA 306
Maximum Marks – 30

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

1. Explain the important role played by sales promotion in achieving the marketing objectives of a book publishing house
2. Describe ethical sales promotion? Does it hold true in online sales too? Comment.
3. What is Public Relation? How is it different from publicity? Explain with the help of an example.
4. Explain Consumer oriented sales promotion. Describe the different techniques used in it.
5. Write a short note on any two of the following:
 - a) Point of Purchase Displays
 - b) Contests and Sweepstakes
 - c) Trade Fairs and Exhibitions
 - d) Local Aspects of Sales Promotion

Course Title – Human Resource Management
Session – 2019-20

Course Code–BBA 307
Maximum Marks – 30

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

1. Explain in details the objectives of Human Resource Management.
2. What are the merits and demerits of external sources of recruitment?
3. What do you understand by wage incentives? Which of the two incentive scheme would you recommend for industry?
4. Describe the various measures to improve industrial relation.
5. Write short notes on any two of the following:
 - a) HR Audit.
 - b) Conflict.
 - c) Job Design.