

STUDENT ASSIGNMENTS
BBA (DISTANCE MODE) Part-III
(SESSION 2022-23)

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

STUDENT ASSIGNMENTS
(SESSION 2022-23)

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.**

Course Title: Fundamental of Entrepreneurship**Course Code: BBA 301****Session: 2022-23****Maximum Marks – 30**

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

1. Explain the Entrepreneurship process. Also, discuss the four periods of entrepreneurial class in India.
2. Discuss in detail the theories of entrepreneurship. What is innovative rebelliousness?
3. How does the environment affect entrepreneurs? Discuss Michael Porter's five forces model for industry analysis.
4. Discuss types of finance available for an entrepreneur with special emphasis on venture capital as a source of financing micro, small and medium enterprises (MSMEs).
5. Explain the steps involved in project planning? Also, discuss the various methods of project appraisal

Course Title: Cost and Management Accounting**Course Code: BBA 302****Session: 2022-23****Maximum Marks – 30**

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

1. XYZ Ltd. Manufactures a product A and provides you following particulars:

Cost of placing an order = Rs 90

Annual carrying cost per unit = Rs 5.20

Normal usage = Rs 50 per unit week

Minimum usage = Rs 25 per unit week

Maximum usage = Rs 75 units per week

Re-order period = 4 to 6 weeks

Compute from the above:

- i) Re-order quantity
- ii) Re-order level
- iii) Minimum level
- iv) Maximum level
- v) Average stock level.

2. From the books of accounts of M/s. Tejas Enterprises, following details have been extracted for the year ending 31st Dec, 2022:

Particulars	Amount (Rs.)
Opening stock of raw material	2,88,000
Closing stock of raw material	3,00,000
Material purchased during the year	9,42,000
Direct labour cost	4,43,000
Indirect wages	54,000
Salaries to office staff	2,12,000
Freight outward	43,000
Repairs for plant and machinery	21,000
Factory rent and taxes	55,000
Office rent and taxes	32,000
Distribution expenses	76,000
Salesman salaries and commission	54,000
Manager's salary (40% of his time used in	60,000

factory & rest in office)	
Factory electricity charges	25,000
Office telephone expenses	5,000
Opening stock of finished goods	2,03,000
Closing stock of finished goods	1,12,000
Depreciation of office furniture	13,000

You are required to prepare cost sheet for the firm from the above given details.

3. The stock of material held on 1-4-2020 was 400 units @ 50 per unit. The following receipts and issues were recorded. You are required to prepare the Stores Ledger Account, showing how the values of issues would be calculated under Base Stock Method, both through FIFO and LIFO base being 100 units.

2-4-2020 Purchased 100 units @ 55 per unit

6-4-2020 Issued 400 units 10-4-2020 Purchased 600 units @ 55 per unit

13-4-2020 Issued 400 units 20-4-2020 Purchased 500 units @ 65 per unit.

25-4-2020 Issued 600 units

10-5-2020 Purchased 800 units @ 70 per unit

12-5-2020 Issued 500 units 13-5-2020 Issued 200 units

15-5-2020 Purchased 500 units @ 75 per unit

12-6-2020 Issued 400 units

15-6-2020 Purchased 300 units @ 80 per unit.

4. During the course of its manufacturing a product passes through three distinct processes A,B and C. During a particular month of 2000 units were introduced @ 10 per units in process A and same were also completed from process C. Other detail are as follows.

Particular	Process A (Amount)	Process B (Amount)	Process C (Amount)
Direct material	10000	9000	-
Direct wages	15000	10000	5000
Direct expenses	4000	3000	2000

Assuming no process loss and no work- in -progress in any process, prepare the necessary process accounts.

5. Write short notes on the following:

(a) Economic order quantity (EOQ)

(b) Minimum & Maximum level

(c) Abnormal loss

(d) Process costing

Course Title: Advertising Media Choices

Course Code: BBA 303

Session: 2022-23

Maximum Marks – 30

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

1. “Does print media still has the old charm of reaching the highest number of customers”.
Comment
2. What do you mean by media strategy planning? Discuss the steps involved in media planning.
3. Discuss the pre-testing and post-testing techniques used to measure advertising effectiveness.

4. Describe the functions of full-service agency. What alternatives to it have emerged recently?
5. State the guidelines formulated by ASCI to ensure ethical advertising practices.

Course Title: Personal Selling and Salesmanship

Course Code: BBA 304

Session: 2022-23

Maximum Marks – 30

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

1. State the situations where personal selling is more effective than advertising.
2. “Selling is a buying process”. Explain.
3. Discuss briefly the different techniques used for an effective demonstration.
4. What is ‘Sales personality’? Explain any two elements of personality of an ideal salesman.
5. How can managerial efficiency be enhanced at distributive outlets?

Course Title: Management of Sales Force

Course Code: BBA 305

Session: 2022-23

Maximum Marks – 30

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

1. Explain the different sales force structure with their merits and demerits.
2. Explain the different sources of salesman recruitment with their advantages and disadvantages.
3. Discuss the different techniques for evaluation of the performance of sales force.
4. Explain sales analysis. Discuss the different elements of sales analysis.
5. What are the different types of sales quotas? Discuss the influencing factors while setting sales quota with suitable example.

Course Title: Sales Promotion and Public Relations

Course Code: BBA 306

Session: 2022-23

Maximum Marks – 30

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

1. State the role of sales promotion in marketing. Also, mention three major factors which affect sales promotion.
2. What sales promotion strategies you would recommend for the following products:
 - a) Laptop computers
 - b) Soaps
 - c) Baby food

3. State the objectives of trade fairs and exhibitions. Also, describe major functions of trade fair and exhibitions.
4. In recent times, sales promotion in service marketing is gaining importance. Discuss.
5. Why 'ethics' is important in public relations? State few unethical acts in public relations.

Course Title: Human Resource Management

Course Code: BBA 307

Session: 2022-23

Maximum Marks – 30

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

1. Explain the basic concept of HRM. What are the different functions performed by HR professionals.
2. Critically examine the process of formulating HR Policies.
3. Examine the External and internal sources of recruitment.
4. What do you understand by the term Performance Appraisal? Describe competency mapping in detail.
5. Discuss Industrial relations in details. What measures can be taken to improve Industrial Relations in India?