

STUDENT ASSIGNMENTS

(SESSION 2019-2020)

INSTRUCTIONS

The students are required to read the assignments 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 booklets 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 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.**
- Contact your Study Centre/ Programme Coordinator to collect evaluated Assignments.
- **Please go through your Programme Guide carefully.**

Course Title – Principles of Business Management	Course Code – BBA 101
Session – 2019-20	Maximum Marks - 30

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

1. What are the various forms of business? Discuss.
2. What are the types of planning? Discuss the importance of planning in the success and failure of a business with suitable examples.
3. Discuss meaning, types and function of leadership? What do you think a leader can be a manager vice-versa discuss?
4. Informal communication is more common in formal organisation explain why? Discuss the barriers of effective communication?
5. Write short notes on the following:
 - a) Delegation of Authority.
 - b) Maslow Need Hierarchy of Motivation.
 - c) Process of Controlling.
 - d) Coordination.

Course Title – Principles of Marketing	Course Code – BBA 106
Session – 2019-20	Maximum Marks - 30

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

1. What is meant by the consumer behaviour? Explain the factor influencing consumer behaviour.
2.
 - a) Explain the various regulations of prices.
 - b) What are the factors that influence pricing?
3. Explain the meaning and functions of channels of distribution.
4. What is market segmentation? What is significance in marketing?
5. Write short notes on any two of the following;
 - a) Total System Approach.

- b) Product Life Cycle.
- c) Pricing of New Product.
- d) Publicity.

Course Title – Introduction to Business Finance	Course Code – BBA 204
Session – 2019-20	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 are 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	Course Code – BBA 205
Session – 2019-20	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 – Fundamentals of Entrepreneurship	Course Code – BBA 301
Session – 2019-20	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 – Personal Selling and Salesmanship	Course Code – BBA 304
Session – 2019-20	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