

**CENTRE FOR DISTANCE AND ONLINE EDUCATION**

**JAMIA MILLIA ISLAMIA, NEW DELHI – 110025**

**STUDENT'S ASSIGNMENTS**

**BBA (DISTANCE MODE) Part III**

**(SESSION 2020-21)**

**STUDENT ASSIGNMENTS**  
**(SESSION 2020-21)**

**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.**

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**Course Title: Fundamentals of Entrepreneurship**

**Course Code: BBA 301**

**Session: 2020-21**

**Maximum Marks – 30**

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

1. Discuss the theories of entrepreneurship.
2. What are the important factors that the entrepreneur must consider before starting a business?
3. What are the social responsibilities of an entrepreneur?
4. What are the challenges and opportunities for women entrepreneurs?
5. Write short notes on **any two** of the following:
  - a. Small Business
  - b. Incentives and subsidies
  - c. Entrepreneurial behaviour
  - d. Venture

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**Course Title: Cost and Management Accounting**

**Course Code: BBA 302**

**Session: 2020-21**

**Maximum Marks – 30**

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

1. Prepare a cost sheet:

|                           |                  |
|---------------------------|------------------|
| Raw Material              | Rs 1,50,000      |
| Direct labour             | Rs 90,000        |
| Machine Hours             | 900 hours        |
| Machine hour rate         | Rs 50            |
| Production                | 17,100 units     |
| Sales                     | 16000 units      |
| Selling price per unit    | Rs 40            |
| Selling overhead per unit | Rs 5             |
| Office overheads          | 20% of work cost |

2. Calculate Labour Turnover rate by (1) Flux method (2) Replacement method and (3) Separation Method if:

No. of workers at the beginning of months: 1000

No. of workers at the end of months: 1000

During the month, 10 workers left, 20 persons were discharged and 150 workers were recruited of which 20 workers were recruited in the vacancies and rest were engaged for expansion scheme.

3. Calculate cost per kilometre of a vehicle.

|                               |              |
|-------------------------------|--------------|
| Value of vehicle              | Rs 15,00,000 |
| Road licence fee per year     | Rs. 1000     |
| Insurance charges per year    | Rs. 1500     |
| Garage rent per year          | Rs. 5000     |
| Driver wages per month        | Rs. 10,000   |
| Cost of Petrol per litre      | Rs. 100      |
| Kilometres per litre          | 10           |
| Estimated life                | 1,50,000 km  |
| Estimated annual kilometreage | 6000 km      |

4. Explain in Detail the Budget, Budgeting and Budgetary control.
5. Write short notes on **any two** of the following:
- Profitability Ratios
  - Liquidity Ratios
  - Solvency ratios

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**Course Title: Advertising Media Choices**

**Course Code: BBA 303**

**Session: 2020-21**

**Maximum Marks – 30**

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

- Discuss the role of advertising as a technique of promotion. How does it differ from other promotion techniques?
- Discuss the pre-testing and post-testing of communication effects.
- Write in detail about the ethical aspects of advertising.
- Discuss the current scenario of advertising in rural India.
- Write short notes on **any two** of the following:
  - Media Scheduling
  - Advertising media
  - Advertising regulations in India

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**Course Title: Personal Selling and Salesmanship**

**Course Code: BBA 304**

**Session: 2020-21**

**Maximum Marks – 30**

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

- Define Personal Selling. State and explain the various stages in the Process of Selling.
- Describe the role and task of a Salesman in closing of sales.
- Explain the Qualities of a good Salesman
- Discuss the advantages and limitations of choosing Selling as a career.

5. Write short notes on **any two** of the following:
  - a. Selling Skills
  - b. AIDA Model of Selling
  - c. Tour Diary
  - d. Cost of Advertising v/s Cost of Personal Selling

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**Course Title: Management of the sales Force**

**Course Code: BBA 305**

**Session: 2020-21**

**Maximum Marks – 30**

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

1. What are the Advantages and Disadvantages of Geographic, Product Based, and Customer Based Sales Organization?
2. What are the major objectives of conducting Training? Suggest suitable Training Programmes for fresh engineering graduates tasked for selling Industrial Products.
3. Discuss the important criteria for Recruitment of Sales force.
4. Why establish Sales Territories? What are the steps involved in determining Sales Territories for a Firm?
5. Write short notes on **any two** of the following:
  - a. Hybrid Sales Team
  - b. Sales Budget
  - c. Modes of Compensation
  - d. Sales Quota

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**Course Title: Sales Promotion and Public Relation**

**Course Code: BBA 306**

**Session: 2020-21**

**Maximum Marks – 30**

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

1. What is Sales Promotion? Describe various techniques of sales promotion.
2. Discuss the objectives and functions of Trade fair and Exhibition.
3. Define Public Relation. What are the various elements of Public Relations?
4. What are the Ethical issues in sales Promotion? Write its benefits.
5. Write short notes on:
  - Price deals
  - Sweepstakes
  - Fashion Shows

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

1. What are the emerging issues in the area of human resource management? Discuss with examples.
2. Illustrate the need and importance of human resource development.
3. Discuss the objectives, process and methods of performance appraisal.
4. How to handle employee grievance effectively?
5. Write short note on **any two** of the following:
  - Industrial democracy
  - Discipline
  - Recruitment and selection
  - Wage and salary administration