

STUDENT ASSIGNMENTS

(SESSION 2018-19)

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 2018-19 (<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.**
- **Please go through your Programme Guide carefully.**

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

1. Using matrix inversion method, solve the following system of equation for X, Y and Z.

$$X+Y+Z=5 \quad 2X+Y-Z=2 \quad 2X-Y+Z=2$$

2. A. The Marginal cost function of manufacturing X pair of shoes is $6+10X-6X^2$. The total cost of producing a pair of shoes is 12. Find the total and average cost function.
B. Explain the Mathematical properties of Arithmetic Mean.

3. The Median and Mode of the following wage distribution are known to be Rs.33.5 and Rs.34 respectively. Their frequency values from the table are, however, missing. Find these missing.

Daily Wage in (Rs.)	0-10	10-20	20-30	30-40	40-50	50-60	60-70
Frequencies	10	10	?	?	?	6	4

4. What is Skewness? Describe the various measures of Skewness.
5. a. Compare mean deviation and standard deviation as measures of variation. Which of the two is a better method of measurement? Why.
b. The sum of third and ninth term of an A.P is 8. Find the sum of the first 11 terms of the progression.

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

1. What do you mean by computer security? Discuss different types of security threats.
2. Perform the following conversation:
i. Decimal 441.250 to binary, octal and hexadecimal.
ii. Hexadecimal (9EF8.B7) to decimal and binary.
3. Explain difference between application software and system software.
4. Define Computer Networks. What are the advantages and disadvantages of Networking?
5. Write short notes on any two of the following;
a) Object Oriented Data Base Model.
b) Firewall.
c) Non-Volatile Memory.
d) Computer Virus.

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

1. Define shares? Explain the general principles which guide the allotment of shares?
2. What are the grounds for 'Voluntary' Winding up' of a company?
3. Who are liable for mis-statements in a Prospectus? Explain the civil and criminal liability for such mis-statements.
4. When is the office of a director of a public company deemed to be vacated? Can the directors of a company be removed during their term of office?
5. Write short note on any **two** of the following:
 - a) Articles of Association.
 - b) Prospectus.
 - c) Winding Up.
 - d) Public and Private Company.

Course Title – Introduction to Business Finance
Session – 2018-19

Course Code – BBA/BBS-204
Maximum Marks - 30

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

1. Describe business finance. Discuss its important and approaches.
2. What is Leverage? Explain in detail the various types of Leverages?
3. Define Capital Budgeting. Explain its need and importance in a firm.
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. Prospectus.
 - b. Flexibility.
 - c. Return on investment (ROL)
 - d. Public deposits.

Course Title – Business Environment
Session – 2018-19

Course Code – BBA/BBS 205
Maximum Marks - 30

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

1. What do you mean by Business Environment? Discuss the various dimensions of business environment.
2. What do you mean by New Economic Policy 1991? What are its main components?
3. Discuss the roles of Small Scale Sector in the economic development of India.
4. Define Industrial relations. Discuss its importance.
5. Write short notes on any two of the following.
 - a. Foreign trade policy.
 - b. Exim Policy.
 - c. MNCs in India
 - d. Balance of Payment.

Course Title – Marketing Communication
Session – 2018-19

Course Code – BBA/BBS 206
Maximum Marks - 30

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

6. What are the steps involved in developing an effective marketing communication?
7. Define advertising. Elaborate its importance of different group of people.
8. What do you mean by Marketing Communication ? what are the roles played by marketing communication?
9. What is Direct Marketing? What are its distinguishing features. Discuss the growth of direct marketing in india.
10. Attempt any two
 - a. Diffusion adoption Process
 - b. Seven C's of communication
 - c. Sales promotion techniques
 - d. Marketing control

Course Title – Advertising Practices
Session – 2018-19

Course Code – BBA/BBS 207
Maximum Marks - 30

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

1. What is advertisement? Discuss its type and explain the differences between advertisement & Publicity.
2. Discuss the merits and demerits of Mobile advertising. How is it different from traditional advertising?
3. What do you mean by advertisement copy? Discuss its importance in the light of current competitive world of advertisement Industry.
4. What is Ethical Advertising? Explain the importance of ethics in advertising world by providing examples of some misleading advertisement.
5. What is advertising effectiveness? Explain the problems faced in measuring advertising effectiveness?