STUDENT ASSIGNMENTS

BBA Part-II

(DISTANCE MODE)

(SESSION 2022-23)

CENTRE FOR DISTANCE AND ONLINE EDUCATION

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NEW DELHI – 110025

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**.

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

1. Solve the following system of linear equations by the Matrix Inversion Method:

$$x - 4y - z = 11$$
$$2x - 5y + 2z = 39$$
$$-3x + 2y + z = 1$$

2. Find dy/dx:
   a) when $y = u^2$ and $u = 2x^3 + 5x + 1$

   b) when $x^3 + y^3 = xy$

3. An organization has two units A and B. An analysis of weekly wages paid to workers gave the following results:

	UNIT A	UNIT B
Number of wage-earners	500	670
Average weekly wages	Rs. 65	Rs. 72
Standard deviation	Rs. 9	Rs. 9

   a) Which unit pays larger amount as weekly wages?

   b) In which unit there is greater variability in wages distribution?

   c) Find the combined average and the combined standard deviation of wages for the whole organization.

4. In how many ways can the letters of the word EDINBURGH be arranged,

   i.   With the vowels only in the odd places

   ii.   Beginning and ending with vowels

   iii. Beginning and ending with consonants

5. Write short notes on any **three** of the following:
   a) Types of Function

   b) Methods of studying dispersion

   c) Measures of Skewness

   d) Arithmetic and Geometric Progression

Course Title: Information Technology in Business	Course Code: BBA 202
Session: 2022-23	Maximum Marks – 30

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

1. Discuss the different generation of computers in detail.

2. What are Registers? Explain the various functions of registers.

3. Define second storage. Explain any three secondary storage devices.

4. What do you mean by data communication? Explain the different types of communication used in computer networks. Support your answer with suitable diagrams.

5. List the method to create a new document in MS word. Explain the benefits of editing and proofing tools.

Course Title: Corporate Law	Course Code: BBA 203
Session: 2022-23	Maximum Marks – 30

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

1. What is corporate veil? Under what circumstances the Court may lift the veil of corporate personality of a company?

2. Explain the extent of Civil and Criminal liability for mis-statements in prospectus.

3. State the provisions of the Companies Act, 2013 with regard to removal of directors of a company.

4. Discuss the statutory provisions of the Companies Act, 2013 with regard to holding of Extraordinary General Meeting.

5. Write short note on any two of the following.

(a) Conversion of private company into a public company.

(b) Voluntary winding up.

(c) Doctrine of Ultra Vires.

Course Title: Introduction to Business Finance	Course Code: BBA 204
Session: 2022-23	Maximum Marks – 30

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

1. PQR and Company has the following capital structure as on Dec-31.

Equity Share Capital (5000 shares of 100 each)	Rs 500000
10% Preference Shares	Rs 200000
10% Debenture	Rs 300000

The equity shares of the company are quoted at Rs 102 and the company is expected to declare a dividend of Rs 9 per share for the nest year. The company has registered a dividend growth rate of 6% which is expected to be maintained.

i). Assuming the tax rate applicable to the company at 25% calculate the weighted Average cost of capital,

ii). Assuming that the Company can raise additional term loan at 12% for Rs 500000 to finance its expansion, calculate revised WACC. The company expectation is that the business risk associated with new financing may bring down the market price from Rs 102 to Rs 90 per share.

2. What is Dividend? What are the factors effecting dividend policy of the firm?

3. The earning per share of ABC Ltd. Is Rs 10 and rate of capitalization applicable to it is 10%. The company has before it the option of adopting a pay-out of 20% or 50% or 80%. Using Walter model formula, compute the market value of the company share if the productivity of retained earnings is i) 20%, ii) 10%, or iii) 8%.

4. A company requires an initial investment of Rs 40000. The estimated net cash flow are as follows:

Year	1	2	3	4	5	6	7	8	9	10
Net cash flow	7000	7000	7000	7000	7000	8000	10000	10000	10000	9000

Using 10% as the cost of capital (rate of discount), determine the following:

i). Pay-back period   ii). Net present value   iii). Profitability index.

Present table value

Year	1	2	3	4	5	6	7	8	9	10
P.V @ 10	0.909	0.826	0.751	0.683	0.621	0.564	0.513	0.467	0.424	0.386

5. The data relating to two companies are as given below:

Particular	Company A	Company B
Capital	600000	350000
12% Debenture	400000	650000
Output (units) per annum	60000	15000
Selling price/unit	35	260
Fixed cost per annum	700000	1400000
Variable cost per unit	15	95

You are required to calculate the operating leverage, financial leverage and combined leverage of two companies.

Course Title: Business Environment	Course Code: BBA 205
Session: 2022-23	Maximum Marks – 30

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

1. "A business does not exist in a vacuum." Discuss.

2. Explain the role of government in promoting business enterprises.

3. What do you mean by corporate social responsibility? Discuss the social responsibility of business with suitable examples.

4. "The capital formation in the country increases with an increase in investment." Explain. What is the difference between Foreign direct investment and portfolio investment?

5. What are Multinational Corporations (MNCs)? Explain the advantages and disadvantages of MNCs.

Course Title: Marketing Communication	Course Code: BBA 206
Session: 2022-23	Maximum Marks – 30

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

1. How crucial is selection of communication channels for a successful marketing communication?

2. What do you mean by consumer behaviour? Discuss any one theory of consumer behaviour.

3. How the culture influences international marketing communication? Give at least three examples.

4. Discuss briefly the steps involved in developing an effective marketing communication system.

5. Define advertising. Elaborate its importance for different groups of people.

Course Title: Advertising Practice	Course Code: BBA 207
Session: 2022-23	Maximum Marks – 30

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

1. What is advertising? Briefly explain the role of advertising in contributing to the growth of the economy?

2. What is Product Life Cycle? Explain the various stages of Product Life Cycle and its Utility.

3. Elaborate the term Celebrity advertising? How celebrity advertising helps in enhancing the profitability of a company.

4. Discuss the ASCI guidelines which ensure ethical advertising practices in India.

5. Write Short Notes on any two:

   (a) Deceptive Advertising.

   (b) Fashion Designing as a Career.

   (c) Factors affecting the advertising budget.

   (d) Factors to be considered while selecting an advertising media