

**SCHOOL OF OPEN & DISTANCE LEARNING
JAMIA HAMDARD, NEW DELHI -110062**

ASSIGNMENTS FOR SEMESTER Ist 2019

You need to prepare two assignments from each subject mention below. These assignments will carry equal marks. The maximum marks in each subject are 25. Assignments should be hand written. Each subject assignment needs to submit before 15th February, 2020 at 2nd Floor, Department of Management. Kindly submit each subject assignment separately. You can also courier your assignment to below mentioned address;

**Mohammed Jamshed,
Program Coordinator BBA, SODL
2nd Floor, Department of Management, SMBS, Jamia Hamdard, New Delhi 110062.**

Indian Economy

1. Discuss Sustainable Development? And also discuss the importance of natural resource in economic development?
2. Explain the nature and cropping pattern of Agriculture in Indian Economy?
3. Discuss Economic Planning and Industrial Resolution Act 1948 in India?
4. Explain Economic Reforms 1991 and liberalization policy?
5. Explain Agricultural policy and Rural Development and states the Rural Development Schemes?

Business Mathematics

Compulsory Assignment

Discuss the key learnings and takeaways from the paper “Business Mathematics”

Optional Assignment

Discuss the practical applications of any of the following three topics in business, finance or related areas:

1. Matrices & Determinants
2. Differentiation
3. Integration

Environmental Management

Q1. Discuss the biodiversity found in and around Delhi. Name the in-situ and ex-situ measures taken to conserve the biodiversity found in Delhi-NCR. Suggest what further needs to be done to conserve this biodiversity.

Q2. What is meant by environmental pollution? How can you, as an individual, prevent environmental pollution?

Q3. State and describe different sources of water. Explain how overexploitation of water resources exaggerates the problem of availability of drinking water.

Q4. Enlist types of ecosystems. Describe in detail the structure and functions of an ecosystem.

Q5. "Environment education can play an important role in environmental protection". Explain it.

Principles of Management

- 1) Social Responsibilities of Business
- 2) Business systems and Environment
- 3) Channels of Distribution
- 4) Development of Management Thought
- 5) i) Selection and Training
ii) Motivation and Direction

Business Economics

- 1) Interdisciplinary nature of business economics
- 2) Demand forecasting – Relevance & techniques
- 3) Production function – Law of variable proportions
- 4) Long run cost – derivation & graphical representation
- 5) Price output determination under different market structure

Marketing Management

- 1) Evolution of marketing in different era
- 2) Consumer behaviour in different market segments
- 3) Product Planning and Development
- 4) Branding & Product life cycle
- 5) Different Pricing & its factors