

Jamia Hamdard

(Deemed to be University)

Accredited in 'A' Grade by NAAC

Declared to be designated as Institute of Eminence (IoE) by MHRD, GOT

SCHOOL OF OPEN & DISTANCE LEARNING

Assignment (2020) for BBA IInd Semester

(Date: 24th April, 2020)

Guidelines for Submission

Note: -

- a) Answer All Questions.
- b) Keep front page of each subject with proper format mentioned in note (c)
- c) Full Name, Class, Admission Number, Roll No., Paper Name & Paper Code on Assignment.
- d) Each assignment of the subject needs to keep separately
- e) Assignment Should be hand written only
- f) If any of the above mentioned things are not followed then the assignment will not consider for evaluation and mark absent.
- g) Last date of submission is 30th May, 2020
- h) Submit to Dr. Mohammed Jamshed, Archives Building, SMBS, Jamia Hamdard on bbaexamination@gmail.com

Assignment I

Paper Name: Business Statistics

Paper Code: BBAD-C-05

Maximum Marks: 100

Time: 30th May 2020

1)	X	5	9	11	15	13	7
	Y	3	9	14	31	20	6

- a) Fit a regression equation X on Y.
 - b) Estimate Y when X = 20.
 - c) calculate Karl Pearson's Coefficient of correlation.
 - d) Calculate regression coefficient X on Y and Y on X.
 - e) Check when r the regression line is a good fit.
- 2) The out Patient department of a hospital has collected the following data on the total number of patient's attended to and the total nursing hours spent for 10 days.

Nursing Hours	483	432	475	474	471	460	460	475	465	479
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Total Patients	147	132	142	145	144	140	145	148	141	162
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Calculate the correlation coefficient between nursing hours and the number of patients and draw your conclusions.

- 3) Twelve salesmen were ranked for their efficiency and length of service as tabulated. Find the rank correlation coefficient.

Rank for efficiency	5	7	8	5	9	10	2	3	1	5	11	12
Length of service	7	7	6	9	4	11	1	5	2	3	10	11

- 4) Calculate coefficient of rank correlation by Spearman's method for the following data.

X	50	50	55	60	65	65	65	60	60	50
Y	11	13	14	16	16	15	15	14	13	13

- 5) Two departmental managers ranked a few trainees according to their perceived abilities. The ranking are given below

Trainee	A	B	C	D	E	F	G	H	I	J
Manager A	1	9	6	2	5	8	7	3	10	4
Manager B	3	10	8	1	7	5	6	2	9	4

Calculate an appropriate correlation coefficient to measure the consistency in the ranking.

Assignment II

Paper Name: Business Law
Paper Code: BBAD-C-06

Maximum Marks: 100
Time: 30th May 2020

1. What do you understand by a Contract? Explain the Different types of Contracts on basis of Enforceability of Law.
2. What are the essential elements of a Valid Contract? Explain with proper example.
3. What do you understand by an agreement? Explain the differences between an agreement and Contract.
4. Define Memorandum of Association and its importance with proper example.
5. What do you understand by meetings? Explain the various types of meetings.

Assignment III

Paper Name: Organizational Behaviour
Paper Code: BBAD-C-07

Maximum Marks: 100
Time: 30th May 2020

1. Explain the importance of organizational behaviour in the field of management.
2. What is Perception? Describe its nature and importance. State the significance of "Perception in Organizational Settings".

3. What do you understand by Learning? Explain any two theory of Learning.
4. What do you understand by the term 'Organizational Change'? Define Internal and External Forces of Change and Explain the Lewin's Change Model.
5. What is 'Personality'? What are its determinants? Which of them you feel, are more important in shaping personality?

Assignment IV

Paper Name: Cost Accounting
Paper Code: BBAD-C-08

Maximum Marks: 100
Time: 30th May 2020

- 1: (a) What is the difference between Cost Accounting & Cost Accountancy?
(b) Explain various types of Advantages and limitation of cost Accounting.
(c) When do you mean by cost center.
- 2: (a) Briefly explain various types of costs with example.
(b) Prepare full cost sheet with imaginary example.
- 3: (a) What is the difference Normal and Abnormal loss or gain?
(b) Explain various advantages and limitations of job costing.
(c) What do you mean by operating cost? Explain with example.
- 4: (a) What are the various objectives of budgetary control? Explain in detail.
(b) Briefly explain various types of Budgets and its usage
- 5: (a) What do you mean by marginal costing? Explain with example.
(b) What do you mean by break-even analysis? Explain with graphical representation with example.
(c) Briefly explain various application of Marginal costing for decision making.

Assignment V

Paper Name: Social Media Ethics
Paper Code: BBAD-P-05

Maximum Marks: 100
Time: 30th May 2020

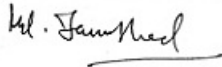
1. What is Social Media Ethics? What do you understand by Cyberbullying, Cyberstalking and Defamation?
2. Explain 5th P of Marketing in Social media with relevant examples?
3. What do you understand by Social media? What are the four zones of Social Media?
4. What is Social Community Zone? Explain the various websites which comes under Social Community Zone?
5. What is Social Commerce Zone? Explain various social commerce websites with examples?

Assignment VI

Paper Name: Consumer Behaviour
Paper Code: BBAD-E-04

Maximum Marks: 100
Time: 30th May 2020

1. Explain the concept of Consumer Decision-Making Process (CDP). Describe each stage in detail.
2. What are different Consumer Needs? How are consumer needs related to consumer motivation?
3. Describe the Freudian Psychoanalytical Theory of consumers. Discuss all the three dimensions of this theory and its relevance
4. What do you understand by brand personality? Explain all the elements of Brand Personality Framework.
5. Describe the concept of trait theory. List out various traits of any consumer and describe all of it.



(Dr Mohammed Jamshed)

BBA Programme Coordinator

(Prof. Masood Parveez)

Dean, SODL