

# **Jamia Hamdard**

(Deemed to be University)

Accredited in 'A' Grade by NAAC

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

## **SCHOOL OF OPEN & DISTANCE LEARNING**

### **Assignment (2020) for BBA IInd Year**

**(Date: 25<sup>th</sup> 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 30<sup>th</sup> May, 2020*
- h) Submit to Dr. Mohammed Jamshed, Archives Building, SMBS, Jamia Hamdard on [bbaexamination@gmail.com](mailto:bbaexamination@gmail.com)*
- i) Submit each paper with separate email*

#### **Assignment I**

**Paper Name: Business Policy**

**Maximum Marks: 100**

**Paper Code: BBAD-301**

**Time: 30th May 2020**

- Q1. Discuss the Input Output model in an organization.
- Q2. What is meant by Corporate Strategies? Give Details
- Q3. How does a Porters Five force Model justify the study of Competition?
- Q4. What do you mean by Organizational goals and Objectives?
- Q5. Differentiate between Vision and Mission Statement with examples.
- Q6. What is meant by Business Ethics and corporate governance? Give atleast 2 examples.

Q7. How do we do SWOT analysis of a food and beverage organisation?

### **Assignment II**

**Paper Name: Business Law**

**Maximum Marks: 100**

**Paper Code: BBAD-302**

**Time: 30<sup>th</sup> May 2020**

- Q1. "All contracts are agreements but all agreements are not contracts". Discuss the above statements explaining the essential elements of a valid contract.
- Q2. What do you understand by "Capacity to Contracts", what is the effect of agreement made by person of unsound minds?
- Q3. Define the essential characteristics of a contract of sale of goods. What is distinction between "Sale" and "Agreement to sell"?
- Q4. Define the term "negotiable instruments"? What are the characteristics of a Negotiable Instrument, give some example.
- Q5. What do you understand by the term meeting and resolution? Explain the different types of meetings in brief.

### **Assignment III**

**Paper Name: Human Resource Management**

**Maximum Marks: 100**

**Paper Code: BBAD-303**

**Time: 30<sup>th</sup> May 2020**

- Q1. "Managing people is the heart and essence of being a manager". Explain this statement and describe the meaning and characteristics of Human Resource Management?
- Q2. Explain the difference between Personnel Management and Human Resource Management? Discuss the scope of HRM?
- Q3. Differentiate between job description and job specification with suitable examples?
- Q4. Explain the concept of training and development? How training plays an important role in organization?
- Q5. What do you understand by Performance Appraisal? Explain the approaches of Performance Appraisal?

### Assignment IV

**Paper Name: Organizational Behaviour**

**Maximum Marks: 100**

**Paper Code: BBAD-304**

**Time: 30<sup>th</sup> May 2020**

- Q1. Discuss Organizational Behaviour and explain the history and development of Organizational Behaviour in the field of Business Management?
- Q2. How does Perception affect Organizational Behaviour? Also discuss its nature and characteristics?
- Q3. Explain the theories of Learning? Explain how Learning affects organizational behaviour?
- Q4. What do you understand by the term “Attitude”? Also discuss the components of attitude with example?
- Q5. Discuss Motivation? Also discuss the theory “Maslow’s Hierarchy of Needs” with suitable example?

### Assignment V

**Paper Name: Mathematics For Business and Economics**

**Maximum Marks: 100**

**Paper Code: BBAD-401**

**Time: 30<sup>th</sup> May 2020**

- Q1: (a) Find the equation of a line passing through the point of intersection of the line  $2x - 3y + 4 = 0$  and  $x + 2y + 3 = 0$ , and parallel to the line  $x - y + 5 = 0$ .  
(b) What do you mean by Break-Even Point? Explain with example.
- Q2: (a) Find the center and equations of asymptotes of the rectangular hyperbola  $2xy - 5x + 2y + 10 = 0$   
(b) Find the equation of circle with center at  $(-3, 4)$  and radius equal to 5.  
(c) If  $A = \begin{bmatrix} 2 & 4 \\ 1 & 7 \end{bmatrix}$  and  $B = \begin{bmatrix} 3 & 1 & 6 \\ 0 & 4 & 2 \end{bmatrix}$ , Find AB  
(d) What are the properties of Transpose of Matrix?
- Q3: (a) Evaluate the following determinant  $\begin{vmatrix} 2 & 2 & 3 \\ 8 & 1 & 1 \\ 6 & 1 & 2 \end{vmatrix}$ .
- (b) Find the Rank of  $A = \begin{bmatrix} 0 & 6 & 66 \\ 8 & -7 & 10 \\ -2 & 3 & 12 \end{bmatrix}$
- Q4: (a) Examine the Behavior of the sequences for large value of  $n$ :  $\{y_n\} = \frac{n+1}{n}$ .

- (b) Find  $\frac{dy}{dx}$  of  $y = x^4 \log_a x$  and  $4x^3 + 2x^2y + 3xy^2 + 5y^3 = 0$ ;
- (c) Find fourth derivative of the function:  $y = 2x^5 - x^3 + 3x^2 + 7x + 10$ ; w.r.t of x.
- (d) Evaluate the limits:  $\lim_{x \rightarrow 0} \left( \frac{2x^2 - x - 15}{x^2 - 5x + 6} \right)$

- Q5: (a) Show that the polynomial  $y = ax^3 + bx^2 + cx + d$  has only one point of inflexion.
- (b) Show that the function  $y = \frac{1}{(x-1)^3}$  has a point of inflexion at  $x=1$ . What is the nature of the inflexional value?
- (c) The short-run cost function of a food manufacturer is given by:  
 $C = 1000 + 100x - 10x^2 + x^3$ ; Find AC, AVC and MC Function.
- (d) The utility function of a consumer of two goods is  $u = x.y$ . Price of x is Rs.10 per unit and that of y is Rs.15 per unit. If the consumer has only Rs. 90 to spend on the two goods, determine his optimum purchases.

- Q6: (a) Find  $\frac{\partial z}{\partial x}$  and  $\frac{\partial z}{\partial y}$  for the function  $z = \sqrt{\frac{x+y}{x-y}}$

- (b) Show that the function is linearly homogeneous. Verify Euler's theorem in this case.

$$z = (a_1x + b_1y)^\alpha (a_2x + b_2y)^{1-\alpha}$$

- Q7: For the system of equation  $2x_1 + 3x_2 + x_3 + x_4 = 30$ ;  $x_1 + 2x_2 + 0.x_3 + x_4 = 20$ ; find two solutions having at least two zeros in their respective 4-tuples

### Assignment VI

**Paper Name: Financial Management**

**Maximum Marks: 100**

**Paper Code: BBAD-402**

**Time: 30<sup>th</sup> May 2020**

- Q1. Explain long term and short term decisions in Financial Management?
- Q2. Explain the scope and objectives of Financial Management?
- Q3. Explain the methods of Working Capital assessments for firms?
- Q4. Explain Capital Rationing with the help of numerical examples? How this technique is used in Financial Project Management?
- Q5. Explain the three approaches or theories for designing and determining a Firm's Capital Structure, with suitable example illustrations for each approach?

- Q6. Explain operating and financial leverage with the help of numerical examples? How we calculate operating and financial leverage and combined leverage in financial projects?
- Q7. A project cost of new plant is Rs 50000 and the facility has a life expectancy of 5 years and no salvage value the company tax rate is 35%. The firm uses straight line depreciation. The estimated profit before tax are as follows

Year	Profit before Depreciation
1	Rs 10000
2	Rs 11000
3	Rs 14000
4	Rs 15000
5	Rs 25000

**Compute the following**

- Payback period
- ARR
- NPV at 10% discount rate
- Profitability index at 10% discount rate
- IRR

**Assignment VII**

**Paper Name: Advertising Fundamentals**

**Maximum Marks: 100**

**Paper Code: BBAD-403**

**Time: 30th May 2020**

- Q1. What is creativity? Why do you think it is important in the advertising world? Illustrate your answer with suitable example.
- Q2. Advertising helps the Marketers in Positioning and the Brand Equity. Bring out relevant examples to support the statement.
- Q3. Marketers analyse different models before advertising their products and services. Illustrate three Advertising Models with relevant examples.
- Q4. Bring out one example each from Television, Radio, Newspapers, Magazines and Internet medium and try to analyse those ads. Discuss the Advantages and Disadvantages of all the mediums.
- Q5. Advertising plays a significant role in the Consumer Buying Behaviour. Discuss this with relevant examples. Also discuss the Ethical issues of Advertising.

### Assignment VIII

**Paper Name: Entrepreneurship & Small Business**

**Maximum Marks: 100**

**Paper Code: BBAD-404**

**Time: 30th May 2020**

- Q1. What do you understand by “Entrepreneurs and Entrepreneurship”? Define various elements of Entrepreneurship?
- Q2. Explain the Danhof’s classification of Entrepreneurs. Describe the characteristics and behavior that a successful entrepreneur should possess?
- Q3. What do you understand by a business model? What are the various aspects we use to define the concept of Business Model, explain value chain model of Porter in details?
- Q4. What are the steps undertaken by the central/state government to provide the Incentive to entrepreneurs to run their business? Explain the Prime Minister’s RozgarYojna (PMRY) in details?
- Q5. Why is a Business Plan important to an Entrepreneur? Explain the components of a Business plan and explain the role of SIDO (Small Industries Development Organization).



**(Dr Mohammed Jamshed)**

**BBA Programme Coordinator**

**(Prof. Masood Parveez)**

**Dean, SODL**