

BBA- Third Year (5th Semester)

Session: Aug – Dec 2021

Courses: BBA501-18, BBA502-18, BBA 511-18, BBA 512-18

Dear Student,

You have to complete three Assignments for each of the courses in the Bachelor of Commerce 3rd semester. Before you attempt the assignments, please read the instructions carefully.

Submission

The student needs to submit all the assignments within the stipulated time. The completed assignments should be submitted as per the following schedule.

Assignment Number	Last Date of Submission	To be Submitted to
Assignment No.1	16 th September, 2021	Concerned Subject Teacher
Assignment No.2	16 th October, 2021	
Assignment No.3	16 th November, 2021	

Instructions

The students are advised to follow the instructions carefully before writing the assignments:

The title page should contain information about Name, Roll Number, Programme Title, Course Code, Course Title, Assignment Code, Signature and Date. It may look like this:

It is important that student should write the answers of all the questions in his/her own words.

Name.....
Roll No.....
Programme Title
Course Code & Title.....
Assignment Code.....
Signature.....
Date.....

The answers should be according to the word-limit set for a particular section.

1. It is expected that answer to each question be written as per guidelines mentioned in the assignment. Make sure that the answer is logical and systematic.
2. Use A4 size ruled paper for writing assignment and tie all the pages carefully. Allow a 4 cm margin on the left and leave some space between each answer. This will facilitate the evaluator to write useful comments in the margin at appropriate places.
3. Responses should be hand written. Do not copy answers from the book and sheets of other student.
4. Write the question number with each answer.

WISH YOU ALL THE BEST

A.S. Group of Institutions,
Khanna

Operation Research (BBA 501-18)

Assignment Code: BBA-3(5)/ASST-I/2021-22

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. What do you mean by operation research? (2)
2. What are the steps involved in O.R problems? Explain their limitations. (4)
3. Solve LPP by using graphical method.

$$\text{Min. } Z = 20x_1 + 40x_2$$

$$\text{Subject to } 36x_1 + 6x_2 \leq 108$$

$$3x_1 + 12x_2 \leq 36$$

$$20x_1 + 10x_2 \geq 100$$

$$\text{Where } x_1, x_2 = 0 \quad (4)$$

Operation Research (BBA 501-18)

Assignment Code: BBA-3(5)/ASST-II/2021-22

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. What is Degeneracy in transportation problem? (2)
2. Solve the following assignment problem. (4)

Typist	Jobs			
	P	Q	R	S
A	85	50	30	40
B	90	40	70	45
C	70	60	60	50
D	75	45	35	55

3. Explain PERT and its importance in network analysis. Differentiate between PERT and CPM. (4)

Operation Research (BBA 501-18)

Assignment Code: BBA-3(5)/ASST-III/2021-22

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

Marks: 10

1. What is sequencing problem? (2)
2. The maintenance cost and resale value per year of a machine whose purchase price is Rs.7000 is given below. (4)

Year	1	2	3	4	5	6	7	8
Operating Cost	900	1200	1600	2100	2800	3700	4700	5900
Resale values (Rs.)	4000	2000	1200	600	500	400	400	400

3. Define Inventory? Explain the economic order quantity model. What are its assumptions? (4)

Mercantile Law (BBA 502-18)

Assignment Code: BBA–III (5)/ASST-I/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200words and Question no 2 and 3 in 400 words.

1. Difference between contract and agreement. (2)
2. What are the rights and duties of bailer and bailee? (4)
3. What are the remedies of the breach of contract? (4)

Mercantile Law (BBA 502-18)

Assignment Code: BBA–III (5)/ASST-II/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200words and Question no 2 and 3 in 400 words.

1. Differentiate sale and agreement to sell (2)
2. What are the various implied conditions which the law incorporate in to contract of sale? (4)
3. How property in goods is transferred? (4)

Mercantile Law (BBA 502-18)

Assignment Code: BBA–III (5)/ASST-II/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200words and Question no 2 and 3 in 400 words.

1. Define bills of exchange (2)
2. Discuss the rules regarding crossing of cheque? (4)
3. How partnership firm can be dissolved? (4)

Consumer Behavior (BBA 511-18)

Assignment Code: BBA–III (5)/ASST-I/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. Consumer vs Customer? (2)
2. Explain briefly the scope of consumer behaviour? (4)
3. Briefly examine the Maslow's need hierarchy theory of motivation. (4)

Consumer Behavior (BBA 511-18)

Assignment Code: BBA–III (5)/ASST-II/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. What is social stratification? (2)
2. Define perception. Discuss various factors influencing consumer perception? (4)
3. What are the sources of attitude formation? Discuss tri-component model of attitudes? (4)

Consumer Behavior (BBA 511-18)

Assignment Code: BBA–III (5)/ASST-III/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. What is opinion leadership? (2)
2. Highlight the various models of consumer decision making. (4)
3. Write a detailed note on family life-cycle. (4)

Advertising and Sales Management (BBA 512)
Assignment Code: BBA–III(5)/ASST-I/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. Outline the objectives of Advertising? (2)
2. Why advertising is called as means of communication? Also define the role of advertising (4)
3. Discuss the types and classification of Advertising. (4)

Advertising and Sales Management (BBA 512)
Assignment Code: BBA–III(5)/ASST-II/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. How selling is different from marketing. (2)
2. Discuss the factors influencing media planning. (4)
3. What are the various advertising Agencies available in market? (4)

Advertising and Sales Management (BBA 512)
Assignment Code: BBA–III(5)/ASST-III/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. Define Advertising Scheduling (2)
2. Discuss the ways of recruitment selection of sales personnel. (4)
3. What are the various functions and responsibilities of sales manager? (4)