

BBA- III Year (V Sem)

Session: August-Nov 2020

Courses: BBA 501-18, 502-18, BBA 511-18, BBA-512-18, BMPD 502-18

Dear Student,

You have to complete three Assignments for each of the courses in the Bachelor of Business & Administration I year. 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	10 th November,2020	Concerned Subject Teacher
Assignment No.2	20 th November,2020	
Assignment No.3	28 th November,2020	

Instructions

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

1. 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:

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

2. It is important that student should write the answers of all the questions in his/her own words. The answers should be according to the word-limit set for a particular section.
3. 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.
4. 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.
5. Responses should be hand written. Do not copy answers from the book and sheets of other student.
6. 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(5th)/ASST-I/2020-21

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

- 1. What is operation research? (2)
- 2. Explain the features of O.R and steps involved in O.R problem. (4)
- 3. Solve LPP by using graphical method.

Max. $Z = 300x_1 + 400x_2$

Subject to $5x_1 + 4x_2 \leq 200$

$3x_1 + 5x_2 \leq 150$

$5x_1 + 4x_2 \geq 100$

$8x_1 + 4x_2 \geq 80$

Where $x_1, x_2 = 0$ (4)

Operation Research (BBA 501-18)

Assignment Code: BBA-3(5th)/ASST-II/2020-21

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

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

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

- 3. Define an event and activity in network program. Differentiate between PERT and CPM.

Operation Research (BBA 501-18)

Assignment Code: BBA-3(5th)/ASST-III/2020-21

Marks: 10

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

1. Define critical path and slack time (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. Explain the economic order quantity model. What are its assumptions?

Mercantile Law (BBA 502)
Assignment Code: BBA–III (5)/ASST-I/2020-21

Marks: 10

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

1. All Contracts are Agreements but all Agreements are not Contracts. How would you justify the statement? (4)
2. Explain the doctrine of privity of contract .Give exception to this rule. (4)
3. How void contract is different from void agreement? (2)

Mercantile Law (BBA 502)
Assignment Code: BBA–III (5)/ASST-II/2020-21

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

Marks: 10

1. Explain the remedies of the breach of contract. (4)
2. Differentiate the sale and agreement to sell. (4)
3. Who is an unpaid seller? (2)

Mercantile Law (BBA 502)
Assignment Code: BBA–III (5)/ASST-III/2020-21

Marks: 10

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

1. How partnership firm can be dissolved? (4)
2. How bill of exchange is different from promissory note? (4)
3. Define crossed cheque. (2)

Consumer Behavior (BBA 511-18)

Assignment Code: BBA–II (3)/ASST-I/2020-21

Marks: 10

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

1. Distinguish between Freudian and Neo- Freudian personality theory? (4)
2. Why marketers need to understand consumer behaviour? (4)
3. What is market segmentation? (2)

Consumer Behavior (BBA 511-18)

Assignment Code: BBA–II (3)/ASST-II/2020-21

Marks: 10

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

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

Consumer Behavior (BBA 511-18)

Assignment Code: BBA–II (3)/ASST-III/2020-21

Marks: 10

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

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

Advertising and Sales Management (BBA 512)

Assignment Code: BBA–III(5)/ASST-I/2020-21

Marks: 10

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

1. Discuss the AIDA model and DAGMAR approach. (4)
2. Discuss the types and classification of Advertising (4)
3. What are the most important benefits of Advertising? (2)

Advertising and Sales Management (BBA 512)

Assignment Code: BBA–III(5)/ASST-II/2020-21

Marks: 10

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

1. What is an advertising appeal? How will you classify them? (4)
2. Discuss the concept and objectives of sales Management? (4)
3. Discuss various key approaches to sales Management. (2)

Advertising and Sales Management (BBA 512)

Assignment Code: BBA–III(5)/ASST-III/2020-21

Marks: 10

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

1. Discuss the selection process of sales persons for your company selling consumer durable. (4)
2. What is meant by ad effectiveness? Explain the various tests available to measure ad effectiveness? (4)
3. Discuss the various principles of ad effectiveness? (2)

