



# GOVERNMENT BBA COLLEGE

(Self-Finance & Affiliated to Gujarat University)

Shri K.K. Shastri Educational Campus, Khokhra Road, Maninagar (East),  
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भारत 2023 INDIA

वसुधैव कुटुम्बकम्

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No: GBBA/NOTICE/2023

DATE:27/10/2023

## SEMESTER: 3

### Instructions:

1. It is compulsory to submit assignment of all the subjects for Internal Evaluation.
2. This information should be mentioned in the front page of your assignment;
  - Full Name (Surname, Name, Father's Name)
  - Roll Number
  - Class & Division
  - Semester
  - Subject
  - College name
  - Submitted to (Sign & Date)
  - Submitted by (Sign & Date)
3. Student should be sign at the top portion of each page of the assignment.
4. Deadline for Assignment submission is 09 /11/2023 between 12:00 pm to 12:30 pm.

Note : This assignment submission notice is for those students who have not submitted their assignment in first round dated 18/10/2023

Prof. Ishwar Rathod  
(Co-Ordinator)

Government B.B.A College (Self-Finance)  
Ahmedabad



Dr. Yogesh Yadav  
(Principal)

Government B.B.A College (Self-Finance)  
Ahmedabad

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SHRI K.K. SHASTRI EDUCATIONAL CAMPUS, AHMEDABAD-08.

## INTRODUCTION TO MARKETING MANAGEMENT

SUBJECT CODE: CC-201

SEMESTER:3

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- Mrs. Jyoti Jian

- 1) Define the marketing mix.
- 2) Explain the bases of market segmentation with example
- 3) Explain the target positioning in marketing with suitable examples.
- 4) Explain the buyer behavior models
- 5) What is the significance of buyer behavior process in marketing?
- 6) Which major factors are affecting to influence organizational buyer behavior?
- 7) Define the market research and its importance in today's competitive environment.
- 8) Gives a limitation of MKIS
- 9) Explain the process of marketing research
- 10) Define the application of marketing research.
- 11) The marketing function is conducted by various companies based on alternative concepts. discuss
- 12) Discuss the significance of product positioning give examples.
- 13) Discuss the models of consumer behaviour.
- 14) Discuss the scope of marketing research in an organization.



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## FUNDAMENTAL OF FINANACIAL MANAGEMENT

SUBJECT CODE: CC-202

SEMESTER:3

- Mr. Krupal Acharya

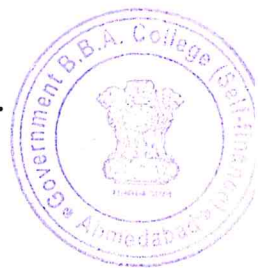
### Do as Directed.

- 1) Mr. A has to receive Rs.2500 per year for 5 years. Calculate the PV to annuity if he can earn 10% interest on investment.
- 2) ABC company raised Rs.10,00,000 for an expansion program form IDBI at 7% interest per year. The amount has to be repaid in 6 equal annual installments. Calculate the installment amount and prepare loan amortization schedule.
- 3) A company is considering an investment proposal to install a new machine. The project will cost Rs. 50,000and will have life and no salvage value. The maintenance cost is Rs. 1,000. Tax rate 50%. The company follows SLM method of depreciation. The net earnings before depreciation and tax are as follows:

| Year | 1      | 2      | 3      | 4      | 5      |
|------|--------|--------|--------|--------|--------|
| EBDT | 10,000 | 11,000 | 14,000 | 15,000 | 25,000 |

The discounting factor is 10%. Calculate Pay-Back period, Average Rate of Return, Net Present Value, Profitability Index.

- 4) Write a short note on credit policy variables.
- 5) Note down the factors affecting the working capital management.
- 6) Explain the types of credit policy.
- 7) Mr. A has to receive Rs.5000 per year for 10 years. Calculate the PV to annuity if he can earn 15% interest on investment.
- 8) A company is considering an investment proposal to install a new machine. The project will cost Rs. 5,00,000and will have life and no salvage value. The maintenance cost is Rs. 5,000. Tax rate 50%. The





company follows SLM method of depreciation. The net earnings before depreciation and tax are as follows:

| Year | 1        | 2        | 3        | 4        | 5        |
|------|----------|----------|----------|----------|----------|
| EBDT | 1,00,000 | 1,10,000 | 1,40,000 | 1,50,000 | 2,50,000 |

The discounting factor is 15%. Calculate Pay-Back period, Average Rate of Return, Net Present Value, Profitability Index.

- 9) Explain the concept of Financial Decision.
- 10) XYZ company raised Rs.50,00,000 for an expansion program form HSBC at 15% interest per year. The amount has to be repaid in 10 equal annual installments. Calculate the installment amount and prepare loan amortization schedule.
- 11) Explain the types of working capital.
- 12) Explain the theory of operating cycle.
- 13) Explain the theory of re-order point with diagram.
- 14) Explain the ABC analysis and write a detailed note on it.
- 15) Explain the merit and demerit of pay-back period.



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## BASIC HUMAN RESOURCE MANAGEMENT

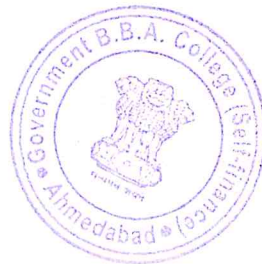
SUBJECT CODE:CC-203

SEMESTER:3

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- Mrs. Rajul Upadhya

- 1) Write Down the Difference between Human Resource Management and Personnel Management.
- 2) Explain Demand Forecasting Methods in Process of Human Resource Planning process.
- 3) Explain the Data Collection Methods in Job Analysis.
- 4) Discuss the various types of Selection Tests.
- 5) What are factors to be Considered while choosing Selection test?
- 6) What is Orientation? Discuss any two types of Orientation.
- 7) Differentiate Between Job Enlargement and Job Enrichment.
- 8)What is Human resource management ? Discuss the objectives of Human resource management.
- 9)Discuss the Stages of career planning.
- 10)Explain the types of Transfer.
- 11)Discuss the difference between performance appraisal and job evaluation.



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## MANAGERIAL ECONOMICS

SUBJECT CODE: CC-204

SEMESTER:3

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- Ms. Richa Makwana

1. Write down the difference between:
  - Producers demand and consumer's demand
  - Demand for durable goods and non-durable goods
2. Explain the concept of cost in the following:
  - Accounting Cost Vs. Economic Cost
  - Private and Social cost
  - Opportunity cost
  - Fixed cost Vs. Variable Cost
3. What is price elasticity of demand? Explain its various types.
4. What is income elasticity of demand? Explain the factors affecting income elasticity of demand.
5. What is Managerial economics? Explain its nature in detail.
6. Explain the scope of Managerial economics.
7. Explain the Direct methods of Demand forecasting.
8. Explain substitution effect with the help of diagram.
9. Explain income effect with the help of diagram.
10. Discuss cross elasticity of demand and explain its various types.







Pass the necessary Journal Entries and Prepare the Balance Sheet of the Company after transaction are completed.

5. The share capital of the company consists 50,000 Equity shares of 100 each. The company has passed resolution to subdivide its each Equity share of (100 into 6 Equity shares of 10 each and 8 Preference shares of 5 each.
6. A company has converted its 100 Equity shares of 100 each into Equity stock of 9,500 Rs.
7. A company has issued 100 Equity shares of 10 each in exchange of Equity stock of 950 Rs.
8. A Ltd. issued 1,50,000 equity shares of 10 each. Company wants to buy-back 20,000 equity shares at 20 each. Company issued 1,000, 10% Preference shares of rupees 100 each for the purpose and sold its investments for 40,000 (cost price 50,000). It had the following balance: 1,50,000 in Securities Premium A/c. Rs 2,50,000 in General Reserve and Bank Balance 4,75,000. Pass the necessary Journal Entries.
9. Jay Satchidanand Ltd. passed a resolution to buy-back 1,00,000 equity shares of Rs, 10 each fully paid at the price of Rs 11. The company issued 5,000 8% Redeemable preference shares each of 100 which were fully subscribed and paid up.  
At that time, the company had a balance of 60,000 in security premium account and 10,00,000 rs in General Reserve Account. Bank balance was 7,50,000. The Company paid off the amount to equity shareholders after complying with the provisions in respect of Buy-Back.  
Make journal entries of above transaction in the books of the company.
10. Discuss in detail difference between Pooling of Interest Method & Purchase Method.
11. Discuss in detail Replacement Costs.
12. Explain in detail the limitation of HRA.





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## ELEMENTARY OF STATISTICS

SUBJECT CODE: CC-206

SEMESTER:3

- Mr. Tushar Suthar

- 1) Define the following Terms: Mutually exclusive Events  
Classical Definition of Probability
- 2) A bag contains 5 white, 3 black and 6 red balls. 3 balls are taken at random from the bag. Find the probability that,
  - (i) 2 balls are of white color
  - (ii) all the three balls are of different colors
  - (iii) none of the ball is black
- 3) Define Mathematical Expectation and state its properties.
- 4) State the properties of Binomial Distribution.
- 5) State the properties of Poisson Distribution
- 6) Find the probability of 53 Sundays in a leap year.
- 7) 100 electric bulbs are found to be defective in a lot of 5000 bulbs. Find the probability the at the most 3 bulbs are defective in a box of 100 bulbs. [ $e^{-2} = 0.1353$ ]
- 8) Find the coefficient of correlation from the following data:

|         | 10 – 20 | 20 – 30 | 30 - 40 | 40 - 50 | 50 – 60 |
|---------|---------|---------|---------|---------|---------|
| 15 - 25 | 6       | 3       | -       | -       | -       |
| 25 - 35 | 3       | 16      | 10      | -       | -       |
| 35 - 45 | -       | 10      | 15      | 7       | -       |
| 45 - 55 | -       | -       | 7       | 10      | 4       |
| 55 - 65 | -       | -       | -       | 4       | 5       |

- 9) Find the linear equation of Y on X from the following data:

| X | 28 | 41 | 40 | 38 | 35 | 33 | 46 | 32 | 36 | 33 |
|---|----|----|----|----|----|----|----|----|----|----|
| Y | 30 | 34 | 31 | 34 | 30 | 26 | 28 | 31 | 26 | 31 |

- 10) Find  $R_{1,23}$  for  $r_{12} = 0.65$ ,  $r_{13} = 0.5$  and  $r_{23} = 0.7$

11) Write the properties and uses of binomial distribution.

12) Write merits and limitations of Pearson's and Spearman's correlation coefficient.



13) Write properties of regression coefficients.

14) Write uses of S.Q.C

15) Give difference between variable charts and attribute charts



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## COMMERCIAL COMMUNICATION

SUBJECT CODE: CC-207

SEMESTER:3

- Mr. Ajay Zala

- 1) Various purposes of communication imply different functions taking place in the business organization. Discuss it with the role of purposes of communication.
- 2) As a team leader of an emerging firm, draft an e-mail to your three team members about a new project which needs to be completed within two months. Mention all the possible issues involved and how to solve it.
- 3) Write a letter ordering a large quantity of garments for your retail shop to provide for the pre-Diwali rush. Ask for a discount and specify packing and mode of transport.
- 4) The garment factory of which you are the manager has been badly damaged by fire. Draft a report to your directors, informing them for the accident and your preliminary findings.
- 5) Draft an individual report on causes for steady decline in the sales of electronic products – music systems, mp3 players, i-pods, head-phones etc., of Rhythm – Zone India. Give last two years comparative analysis of sales and support the reasons for decline with recommendations.
- 6) Difference between Professional/ Commercial Communication and General Communications.
- 7) Features of successful professional communication.
- 8) A draft committee report on the need for opening a labour welfare center for the employees of the Adani food processing company, Surat ..
- 9) Fill in the blanks choosing the correct option from the given pair of confusable:
  - (1) Me. Kotak left sufficient money for the \_\_\_\_\_. (dependent, dependent)
  - (2) There should be an \_\_\_\_\_ distribution of government funds among all the states. (equitable, equable)
  - (3) There were couple of people in the workshops who found \_\_\_\_\_ about the subject – matter . ( negligent, negligible)

