



GOVERNMENT BBA COLLEGE

(Self-Finance & Affiliated to Gujarat University)

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

Ahmedabad-380008

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ONE EARTH • ONE FAMILY • ONE FUTURE

NO.GBBA/NOTICE/2023

Date : 18/09/2023

Notice Regarding Assignment for B.B.A Sem: III (Academic Year: 2023-24)

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 will declare afterwards.

Prof. Ishwar Rathod
(Co-Ordinator)

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



Dr. Yogesh Yadav
(Principal)

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

GOVERNMENT B.B.A COLLEGE

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Shri K.K. Shastri Educational Campus, Ahmedabad-08.

Subject Code: CC- 201

Subject Name: Introduction to Marketing Management

Semester: III

Faculty Name: Mrs. Jyoti Jain

- 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.



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Subject Code: CC – 202

Subject Name: Fundamentals of Financial Management

Semester: III

Faculty Name: 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) Write a short note on credit policy variables.
- 4) Note down the factors affecting the working capital management.
- 5) Explain the types of credit policy.
- 6) If sales revenue is 5 lakhs and variable cost is 30% of total sales revenue. Fixed cost is Rs. 90,000. Company having 15 lakhs of 10% debenture. Calculate OL and FL.
- 7) 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.



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Subject Code: CC – 203

Basic Human Resource Management

Semester: III

Faculty Name: Mrs. Rajul Upadhyay

- 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.



GOVERNMENT B.B.A COLLEGE

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Shri K.K. Shastri Educational Campus, Ahmedabad-08.

Subject Code: CC – 204

Subject Name: Managerial Economics - I

Semester: III

Faculty Name: 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 scope of managerial economics.
7. Explain properties of indifference curve.



GOVERNMENT B.B.A COLLEGE

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Shri K.K. Shastri Educational Campus, Ahmedabad-08.

Subject Code: CC – 205

Subject Name: Company Accounts

Semester: III

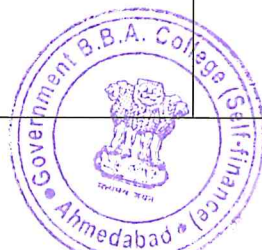
Faculty Name: Mr. Saurabh Jain

- The following balances are shown in the books of Mahesh Company:

Equity Share Capital of 10 each 9 per share paid up	18,00,000
Securities Premium	40,000
Profit prior to incorporation	60,000
Capital redemption Reserve	1,60,000
Profit & Loss Account (Cr.)	1,40,000

The Mahesh Company declares a bonus to make their partly paid-up shares as fully paid up. Give the necessary Journal Entries in the books of the Company for Bonus.
- Explain ESOP.
- Prepare a Vertical Balance-Sheet as per latest format of Companies Act 2023.(Imaginary Balance P&L and Balance Sheet).
- The Balance sheet of Moon co. Ltd as at 31st March 2021 is as under:

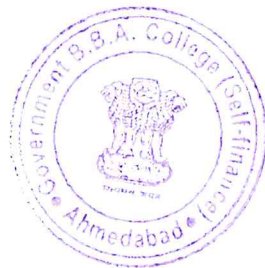
Particulars	Note no.	Rs (Amt)	Rs (Amt)
[A] Equity and Liabilities:			
[1] Shareholder's Fund:			
(A) Share Capital			
Issued and paid up Share Capital (40,000 shares of Rs of 10 each)			2,00,000
(B) Reserves and Surplus			
Profit & loss		75,000	
General Reserve		90,000	1,65,000
[2] Non-Current Liabilities			
10% Debentures			50,000
[3] Current Liabilities:			4,15,000
TOTAL			2,00,000
[B] Assets:			
[1] Non-Current Assets:			
Fixed Assets		75,000	
		40,000	
[2] Current Assets		1,00,000	2,15,000
Stock			4,15,000



Sundry Debtors		
Cash and Bank Balance		
TOTAL		

It was resolved at Annual General Meeting:

- (1) To Pay Dividend of 10%
- (2) To issue one bonus share' for every four shares held.
- (3) To repay the debentures at a premium of 3%
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.



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Subject Code: CC – 206

Subject Name: Elementary Statistics

Semester: III

Faculty Name: Mr. Tushar Suthar

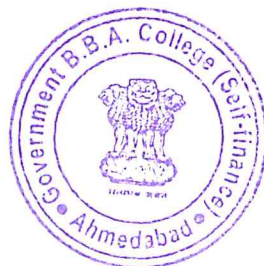
- 1) Define the following Terms: Mutually exclusive Events
Classical Definition of Probability
- 2) A bag contains 5 white, 3 black and 6 red balls. 3 balls are taken at random from the bag. Find the probability that,
 - (i) 2 balls are of white color
 - (ii) all the three balls are of different colors
 - (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 $r_{23} = 0.7$



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Subject Code: CC – 207

Subject Name: Commercial Communication

Semester: III

Faculty Name: 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.

