



# GOVERNMENT BBA COLLEGE (SELF FINANCE)

Shri K.K. Shastri Educational Campus, Khokhra Road, Maninagar (East),  
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No.GBBA/NOTICE/2024/ 59

Date :16/03/2024

## Notice Regarding Assignment for B.B.A Sem : IV (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 is 23 march 2024.

**Note:** This Assignment submission is for those students who did not submit their assignment on 26 /02/2024 and 27 /02/2024.



*Yogesh Yadav*  
16/03/2024

**Dr. Yogesh Yadav**  
**Principal**  
**Government B.B.A College (Self-Finance)**  
**Maninagar (E), Ahmedabad.**

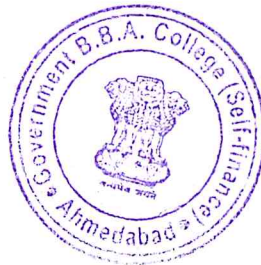
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SHRI K.K. SHASTRI EDUCATIONAL CAMPUS, AHMEDABAD-08.

**INDIAN FINANCIAL SYSTEM**  
**SUBJECT CODE: CC-208**  
**SEMESTER: 4**

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- Mr. Krupal Acharya

1. Define Indian Financial System and draw the diagram of components of Indian Financial System.
2. Define Reserve Bank of India and explain the functions of it
3. Define commercial bank and explain the function of it.
4. Define development bank and explain the function of it.
5. Define co-operative bank and explain the functions of it.
6. Define primary market and explain the types of securities of primary market.
7. Define secondary market and explain the function of it.
8. Define ICICI and explain its functions.
9. Define underwriting and explain its functions.
10. Define leasing and explain its types.
11. Explain the procedure for bookbuilding.
12. Explain the capital market reforms.
13. Explain the venture capital and exit strategies.
14. Explain the functions of RBI.
15. Explain functions of SEBI.



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## MARKETING MANAGEMENT

SUBJECT CODE: CC-209

SEMESTER: 4

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- Mrs. Jyoti Jain

1. Write about product life cycle with its stages in detail
2. Explain the concept of new product development
3. Explain the concept of types of branding decisions with examples
4. Write a short note on brand equity and brand relaunch
5. Explain the pricing methods in detail.
6. Explain the distribution decision.
7. Discuss the function of marketing channels.
8. Explain the vertical and horizontal marketing system.
9. Distinguish between advertising and publicity
10. Explain the integrated marketing communication
11. What are the advantages and limitations of branding?
12. What is pricing? clarify its objectives.
13. Mention the important retail marketing decision.
14. Define the sales promotion? discuss the various types of sales promotion.
15. Describe the various functions of marketing public relation.



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**BUSINESS STATISTICS**  
**SUBJECT CODE: CC-210**  
**SEMESTER: 4**

- **Mr. Tushar Suthar**

1. The customer accounts at a certain departmental store have an average balance of ₹ 120 and a standard deviation of ₹ 40. Assuming that account balance are normally distributed, find.
  - I) what percentage of the account are over ₹ 150?
  - II) What percentage of the accounts are between ₹ 100 and ₹ 150?
2. State difference between population study and sample study.
3. Define the following terms :
  - I) Parameter
  - II) Null hypothesis
  - III) Critical region
  - IV) Two-tailed and One-tailed test
  - V) Type-I and Type-II errors.

4. The information regarding two groups is given below :

	Mean	S.D.	Number
Group-I	1260	35	40
Group-II	1240	40	60

Examine whether the variabilities of the two groups differ significantly.

5. A) Give properties and uses of t-distribution.  
B) From the following information find the value of F-statistic and test the hypothesis that the population variances are equal.

Sample	Size	S.D.
I	20	3.9
II	15	2.8

6. Ten employees are given a particular laughter therapy and the increase in their stress level were





3, -5, 4, 7, 1, -3, 0, 4, 6, 2

Can it be said that the reduction in stress is the result of the therapy?

7. The Population of Nicotine in milligrams in two samples of tobacco are given below.

<b>Sample-I</b>	24	27	26	21	25	
<b>Sample-II</b>	27	30	28	31	32	36

Can it be said that the means of the two samples different significantly.

8. A) Define Non-parametric tests. And give few advantages of it.  
B) Define Chi-square test and give its uses.
9. The following data relate to the sales in a time of trade depression of a certain article in wide demand. Do the data suggest that the sales are significantly affected by depression?

Sales	Trade depression	
	Not hit by	Hit by
Satisfactory	140	60
Not Satisfactory	40	60

10. In a hospital sequence of birth of boy (B) and girl (G) is given below.  
**GGGGG, BBB, GGGGGG, BBB, GGGGGGGGGG, BBBB, GGGGGGGGGGG, BBB, GGGGGGGGGG, BBBB.**

Test whether the distribution of the births of boys and girls is random at  $\alpha = 0.05$  level of significance.

11. Define stratified sampling. Also state its limitations and advantages.  
12. Write properties and uses of normal distribution.  
13. State the test of significance of difference between two sample proportions.  
14. Explain Analysis of Variance for one way classification.  
15. Explain Mann-Whitney U-test in brief.



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## HUMAN RESOURCE MANAGEMENT

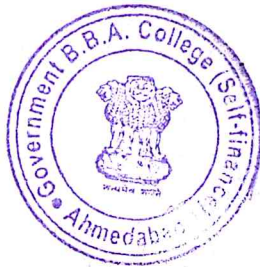
SUBJECT CODE: CC-211

SEMESTER: 4

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- Mrs. Rajul Upadhyay

1. Define industrial disputes. Discuss the reason of industrial disputes.
2. "Compulsory arbitration is the best industrial method for solving industrial disputes." Do you believe it? Why?
3. What is meant by Trade Union? Describe its six functions.
4. Discuss different methods to solve industrial dispute.
5. Explain the components of employee remuneration.
6. Discuss Merit and Limitations of incentives.
7. Discuss various types of fringe benefits.
8. Define stress. Explain various sources of stress.
9. What do you mean by WPM? Explain its scope.
10. Define Ethics and explain HR Ethical issues in detail.
11. Define Industrial Relations. Discuss Various parties of Industrial Relation.
12. "Executive should be given higher remuneration in the organisation"- comment.
13. Discuss TQM and Quality circles as method of worker participants in management.
14. Define stress. Explain Various sources of stress.
15. Write a note on "H.R. Audit process"



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**MANAGERIAL ECONOMICS**  
**SUBJECT CODE: CC-212**  
**SEMESTER: 4**

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- Ms. Richa Makwana

1. Define monopoly and discuss its features in detail.
2. Define perfect competition. Discuss short run as well as long run equilibrium of a firm under perfect competition.
3. What is price discrimination? When it is possible and profitable?
4. Define oligopoly and discuss its features.
5. Explain break even analysis.
6. What is pricing policy and discuss its objectives.
7. Explain cost plus pricing method.
8. Define monopolistic Competition and discuss its features in detail.
9. Explain skimming price method.
10. Write a note on price Leadership.
11. Explain the assumptions of break-even analysis.
12. Explain short run equilibrium of a firm under monopoly.
13. Explain full cost pricing.
14. Explain joint profit maximisation cartels.
15. Write a note on kinked demand curve model under oligopoly.



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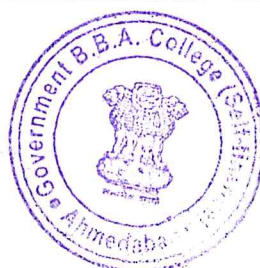
**CORPORATE FINANCIAL SYSTEM**  
**SUBJECT CODE: CC-213**  
**SEMESTER: 4**

- Mrs. Axita Jain

1. Explain in brief characteristics of financial statements & limitations.
2. Explain in brief significance of ratio analysis.
3. Difference between cash flow statement and fund flow statement.
4. Explain the utility of cash flow statements.
5. Explain in detail the qualitative character of corporate reporting information.
6. Write a note on: (any four)
  - Directors report
    - Auditors report
    - income statement
    - need for interim reporting
    - Window Dressing
    - Corporate governance
7. Write a note on meaning and need of 'segment reporting
8. The B/S of aaransh Ltd. is for the year ending on 31-3-2021 and 31-3-2022 is as follows:

Liabilities	2021 (₹)	2022 (₹)	Assets	2021 (₹)	2022 (₹)
Equity Share capital	3,00,000	4,00,000	Land and Building	4,00,000	5,00,000
10% Preference Shares	2,00,000	1,00,000	Machinery	2,00,000	1,50,000
Reserves	1,00,000	1,50,000	Furniture	1,00,000	50,000
10% Debenture	2,00,000	2,00,000	Debtors	1,25,000	2,25,000
Bank O/D	1,00,000	80,000	Stock	1,51,000	1,68,000
Creditors	80,000	1,00,000	Cash	24,000	7,000
Bills Payable	20,000	70,000			
	<b>10,00,000</b>	<b>11,00,000</b>		<b>10,00,000</b>	<b>11,00,000</b>

Additional information :





Particulars	2021 (₹)	2022 (₹)
Total Sales [Cash sales are 60% of credit sale]	8,00,000	10,80,000
Gross Profit	2,25,000	2,37,600
Net Profit [Before 50 % tax]	1,40,000	1,67,000

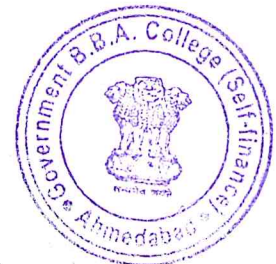
- Gross Profit Ratio
- Net Profit Ratio
- Stock Turnover ratio
- Debtors Ratio (Taking 360 days in a year)
- Rate of return on Capital Employed
- Rate of return on Equity Share Capital.

9. Following are the summarised Balance Sheet of Archana Ltd. as on 31st March, 2021 and 2022:

Liabilities	31-3-2021	31-3-2022	Assets	31-3-2021	31-3-2022
Equity share capital (Each share of ` 10)	4,00,000	6,00,000	Goodwill	1,20,000	1,12,000
General Reserve	2,40,000	80,000	Building	2,40,000	4,00,000
Profit and Loss Account	40,000	48,000	Plant	1,60,000	3,80,000
10% Debenture	—	2,00,000	Investment	60,000	48,000
Bills Payable	80,000	80,000	Stock	64,000	1,00,000
Sundry Creditors	1,00,000	1,24,000	Debtors	1,96,000	84,000
Provision for taxation	60,000	68,000	Cash and Bank	48,000	52,000
			Preliminary Expenses	32,000	24,000
	<b>9,20,000</b>	<b>12,00,000</b>		<b>9,20,000</b>	<b>12,00,000</b>

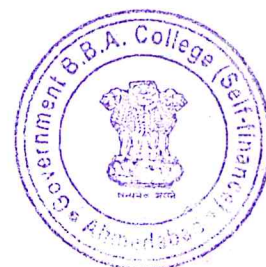
**Additional information:**

1. On 1-4-2021 Bonus Shares at one Share for every two Shares were issued by capitalising the General Reserve.
2. Income tax ` 56,000 was paid during the year.
3. Interim dividend of ` 32,000 was paid during the year.
4. Depreciation charged ` 24,000 on Building and ` 16,000 on Plant.



5. A plant having book value of ` 40,000 was sold at a profit of ` 4,000.
6. During the year Debentures were issued at 5% Discount. From the above information prepare Cash Flow Statement.
10. From the following Balance Sheet of Ahmedabad Ltd. as on 31-3-2022, prepare a Common Size Balance Sheet.

Particulars	Amt (₹)
<b>I. Equities and Liabilities</b>	
(1) Shareholder's Funds	
(a) Share Capital	2,94,500
(b) Reserves and Surplus	2,13,400
(2) Non-Current Liabilities	
(a) Secured Loans	52,500
(b) Unsecured Loans	40,000
(3) Current Liabilities	
(a) Creditors	40,000
(b) Bills Payable	40,500
<b>Total</b>	<b>6,80,900</b>
<b>II. Assets</b>	
(1) Non-Current Assets	
(a) Land and Building	3,06,300
(b) Investments	1,85,700
(2) Current Assets	
(a) Stock	95,400
(b) Sundry Debtors	62,700
(c) Cash and Bank	10,800
(d) Other Current Assets	18,000
(e) Loans and Advances	2,000
<b>Total</b>	<b>6,80,900</b>



11. Discuss the importance of "Accounting Ratios."
12. Discuss the usefulness of Cash Flow Statement.
13. What is Value Added? Discuss the importance of Value Added Accounting.
14. Write notes on the following:
  - (A) Contents of the Corporate Annual Reports.
  - (B) Various stakeholders and the way they understand the Corporate
15. What is XBRL? Explain its importance

