

GOVERNMENT B.B.A. COLLEGE

**SHREE K.K. SHASHTRI EDUCATIONAL CAMPUS, KHOKHARA ROAD,
AHMEDABAD- 380008**

SEMESTER: 3

Instructions:

- 1. It is compulsory to submit assignment of all the subjects for Internal Evaluation.**
- 2. All students are instructed to fill the Google form for each subject otherwise your assignment is not accepted.**
- 3. Assignment should be neatly hand written and should be submitted in PDF format or through power point presentation.**
- 4. 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)**
- 5. Student should sign at the top portion of each page of the assignment (in case of hand written assignment)**
- 6. The size of the compressed file should be less than 10 MB**
- 7. Deadline for Assignment submission is 30/11/2020**
- 8. The PDF of all pages subjects should be merged as per the Course Code.**

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INTRODUCTION TO MARKETING MANAGEMENT

SEMESTER: 3

COURSE CODE: CC- 201

Prof. Jyoti jain

- (1) Write a short note on Concepts of Marketing?
- (2) Explain segmentation with its bases.
- (3) Explain buyer behavior process in detail.
- (4) What is marketing research? Describe its importance and process.
- (5) What do you mean MIS? Define its component.

Click on the following link for submit the assignment:

https://docs.google.com/forms/d/e/1FAIpQLSctPSo18PbxbTdjnA8NzA2LAWNmHT-jamwu2zfHRsa0vrix5w/viewform?usp=sf_link

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FUNDAMENTAL OF FINANCIAL MANAGEMENT

SEMESTER: 3

COURSE CODE: CC- 202

Prof. Krupal Acharya

Solve the following questions:

- 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 from IDBI at 7% interest per year. The amount has to be repaid in 6 equal annual installments. Calculate the installment amount.
- 3) A company is considering an investment proposal to install a new machine. The project will cost Rs. 50,000 and will have life and no salvage value. Tax rate 50%. The company follows SLM method of depreciation. The net earnings before depreciation and tax is as follows:

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

- 4) The following information relating to inventory in WTS Ltd. is made available to you. The company wants to introduce the scheme of ordering only the EOQ. Annual demand: 480 units; price per unit: Rs.4; carrying cost: 40 paise per unit; cost per order: Rs.5 per unit. Determine the EOQ. Also calculate the number of orders per year and frequency of purchases.
- 5) XYZ corporation has sales of Rs. 50,00,000, variable cost is 60% of the sales and fixed cost is Rs. 70,00,000. The firm has raised Rs.25,00,000 funds by issue of debenture at the rate of 12%. Compute the OL, FL, CL.
- 6) Write a short note on credit policy variables.
- 7) Note down the factors affecting the working capital management.

Click on the following link for submit the assignment:

<https://forms.gle/rH7DzrAWmphA7am77>

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BASIC HUMAN RESOURCE MANAGEMENT

SEMESTER: 3

COURSE CODE: CC- 203

Prof. Khushbu Prajapati

PREPARE A POWER POINT PRESENTATION ON FOLLOWING TOPICS:

NOTE: Minimum 12 Slides for Each Topic

- 1. Job Description and Job Specification with Practical Example**
- 2. Performance Appraisal Methods (Take anyone Company's example)**

Click on the following link for submit the assignment:

https://docs.google.com/forms/d/1blxngPSzBFY482GEkIvs_18rttWSVN4PAwaKJDpLHjA/viewform?chromeless=1&edit_requested=true

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MANAGERIAL ECONOMICS - 1

SEMESTER: 3

COURSE CODE: CC- 204

Prof. Pooja Patel

- **WRITE A SHORT NOTE ON FOLLOWING TOPICS**

- 1) Demand Distinction: a) Demand for Durable goods and Non-durable
b) Sectoral demand and Market demand
- 2) Price Consumption Curve.
- 3) Methods of measuring price elasticity.
- 4) Law of Variable Proportion.
- 5) Relation between LMC and LAC.
- 6) Concept of Cost: a) Money Cost Vs. Real Cost.
b) Fixed Cost Vs. Variable Cost.

Click on the following link for submit the assignment:

<https://forms.gle/tZpSJrNhbApxk2AfA>

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SHREE K.K. SHASHTRI EDUCATIONAL CAMPUS, KHOKHARA ROAD, AHMEDABAD- 380008

COMPANY ACCOUNTS
SEMESTER: 3
COURSE CODE: CC- 205

Prof. Komal Tolani

SUBMIT THE ASSIGNMENT IN PDF FORMAT ON THE FOLLOWING TOPICS:

1. Write a note on benefits and limitations of Human Resource Accounting.
2. Discuss Meaning and Importance of Environmental Accounting.
3. **Prepare P & L A/c as per schedule III** of the companies Act for the year ending 31 March, 2015:

Particulars	Amount (Rs)
Salary	40,000
Selling expenses	18,750
Interest on loan	17,500
Closing stock	7,75,000
Purchases	2,42,500
Wages	51,000
Manufacturing expenses	18,000
Revenue from operations	5,25,500
Sales returns	7,500
Opening stock	2,75,000
Audit fees	20,000
Interest on debentures	12,000
Depreciation on Plant & machinery	27,000
Depreciation on furniture	13,000
Provision for tax	12,500
Interest on investment	16,750
Machinery	2,00,000
Furniture	1,00,000
Discount on issue of shares	2,000
Directors fees	20,000

Additional Information: Closing Stock is Rs. 75,000

4. Pass necessary journal entries for the following transactions:

1. The company has issued 1,000 equity shares of Rs. 10 each in exchange of Equity stock of Rs. 9,600.
2. The Share Capital of the Company consists 23,000 Equity shares of Rs.100 each. The company has passed a resolution to sub-divide its Equity Share of Rs.100 into 8 shares of Rs. 10 each and 5 Preference shares of Rs. 4 each.
3. The Company decided to issue equity stock in the following manner in exchange of 8,000 equity shares of Rs.100 each.
 1. At the rate of Rs.104 for each share.
 2. At the rate of Rs.94 for each share.

5. The Balance Sheet of Johnson's Ltd. for the year ending 31/3/2020 is as follows:

PARTICULARS	Rs.
I EQUITY AND LIABILITIES	
Shareholders' funds	
(a) Share Capital	
20,000 Equity shares of Rs. 10 each fully paid	2,00,000
(b) Reserves and Surplus	
General Reserve	1,80,000
Non-current liabilities	
6% Debentures	1,20,000
Current liabilities	
Creditors	1,00,000
Total	6,00,000
II ASSETS	
Non-current assets	
Fixed Assets	
(a) Tangible	

Land & Building	2,00,000
(b) Intangible	Nil
Current Assets	
Stock	1,20,000
Debtors	1,00,000
Cash at Bank	1,80,000
Total	6,00,000

The Balance Sheet of Johnson's Ltd. for the year ending 31/3/2020 is as follows:

It was resolved at the Annual General Meeting:

1. To pay Dividend at 10%.
2. To issue one Bonus share for every four shares held.
3. To give existing shareholders the option to buy one share of Rs.10 each at Rs.14 for every four shares held prior to Bonus distribution.

Prepare Appropriate Journal Entries and new Balance Sheet after giving effects to above transactions.

Click on the following link for submit the assignment:

<https://forms.gle/PZ75ijUUcA3w2keK9>

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ELEMENTARY STATISTICS

SEMESTER: 3

COURSE CODE: CC- 206

Prof. Krishna Soni

1.) Define the following Terms: Mutually exclusive Events

Inverse Probability

Classical Definition of Probability

2.) Find the probability of 53 Sundays in a leap year.

3.) Write properties of Binomial Distribution.

4.) 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

5.) Draw O.C. curve for a single sampling plan (100, 20, 0).

Click on the following link for submit the assignment:

<https://forms.gle/TkAf3rGFUHfjX468>

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COMMERCIAL COMMUNICATION

SEMESTER: 3

COURSE CODE: CC- 207

Prof. Bhavana Gohel

WRITE SHORT NOTES ON FOLLOWING TOPICS

- 1) Difference between Professional / Commercial Communication and General Communication
- 2) Features of Successful Professional Communication
- 3) Guiding Principles of Composing Emails
- 4) Memo: as a form of Business Communication
- 5) Structure and Layout of Business Letters
- 6) Salient features of a good Business Reports
- 7) Effective Business Vocabulary (write **15** of confusing words & **15** of inflated phrases)

Click on the following link for submit the assignment:

<https://forms.gle/5beFF1owzm64jetr7>