



ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ସମ୍ବଲପୁର, ଓଡ଼ିଶା
Odisha State Open University, Sambalpur, Odisha
Established by an Act of Government of Odisha.

ASSIGNMENTS

Bachelor of Business Administration (BBA)

Semester-2

SESSION: 2019-20

SUBMISSION DATES FOR ASSIGNMENTS

S.N	Course Code	Course Title	Assignment Number	Last Date of Submission
1	BBA-03	Managerial Economics	I	Sunday, 24 th May, 2020
2			II	Sunday, 24 th May, 2020
3	BBA-04	Business Accounting	I	Sunday, 24 th May, 2020
4			II	Sunday, 24 th May, 2020
5	AECC-02	Business Communication and Soft Skills	I	Sunday, 24 th May, 2020

Please read the instructions carefully before attempting assignment questions.

INSTRUCTIONS FOR DOING ASSIGNMENTS

Dear Learner,

You are required to submit your assignment response within the stipulated time in order to become eligible to appear in the term-end examination. The assignments will be evaluated by the counsellors at your Study Centre. Please submit your assignment response to the Coordinator of your Study Center. For a 4 credit course, there is one Assignment and for 6/8 credit course, there must be minimum 02(two) Assignment.

Purpose of Assignments:

1. Assignments are part of the continuous evaluation process in Open and Distance Learning (ODL) system. Due weightage is given to the marks/grades you obtain in assignments. This will help you for better performance in the term-end examination. If you secure good grades/marks in assignments, your overall performance will improve.
2. Assignments are also a part of the teaching-learning process in the ODL system. Your assignment, after evaluation, will be returned back to you with specific and general comments by the evaluator. This will help you to know your strength as well as your weakness. Thus, it will establish two-way communication between learner and evaluator.

How to Write Assignments:

Please read the instructions for writing the response of an assignment before you start writing your answer.

1. Write your name, programme code, the course title, enrolment no. and study centre name with code in the top sheet of the assignment answer booklet. The format is given below.

PROGRAMME TITLE: _____

ENROLMENT No.: _____ NAME: _____

ADDRESS: _____

COURSE CODE: _____ COURSE TITLE: _____

ASSIGNMENT CODE: _____ STUDY CENTRE: _____

DATE: _____ SIGNATURE: _____

2. Before attempting the assignments, please go through the course materials carefully, understand the same and write answers in your own language and style.
3. Write the answers in your own handwriting. Give sufficient margin in the left side of each page so that the evaluator will give comments on each paragraph/page.
4. Your handwriting should be neat and readable.

Weightage for each Assignments:

1. Each Theory Assignment will carry 25% weightage and term-end examination will carry 75% weightage.
2. Each assignment will be of 100 marks. But it will carry 25% weightage.
3. You have to score minimum pass mark i.e. 40% or P (Pass) Grade in 10-point scale for each assignment. In case you do not submit the assignment or get fail mark in the assignment you have to re-submit in the next year.

BBA 03 Managerial Economics

Assignment-1

Group-A (1 × 10 =10 Marks)

1. Answer all of the following in one word for each.

- a) Economics is the study of how society manages its _____ resources.
- b) _____ refers to quantity of a product offered for sale at a given price at a given point of time.
- c) A _____ function is a relation between inputs to the production process and the resulting output.
- d) The relationship between cost and output is known as _____ function.
- e) National Income means the _____ income of the nation.
- f) When consumption does not increase to the same level as income, the demand for consumer goods _____.
- g) MEC stands for Marginal _____ of Capital.
- h) _____ measures relate to the banking and credit policy of a country.
- i) Business cycles consist of four phases viz., expansion, peak, contraction, and _____.
- j) A managerial economist is one who gives advice to the manager in taking certain crucial decision regarding the _____.

Group-B (2 × 10 = 20 Marks)

2. Define all of the following within two sentences for each.

- a) Sunk cost
- b) Demand analysis and forecasting
- c) Cost and production analysis
- d) Supply schedule
- e) Business cycles
- f) Demand
- g) Giffen Goods
- h) Price elasticity
- i) Income elasticity
- j) Cross elasticity

Group-C (3 × 10 = 30 Marks)

3. Answer all of the following in 75 words for each.

- a) Discuss the nature of managerial economics.
- b) Discuss about various types of demand.
- c) Why does the supply curve rise upward from left to right? Explain with example.
- d) Discuss the various determinants of supply.
- e) Explain the law of diminishing marginal utility with example.
- f) Discuss the equilibrium of a firm using iso-quant and iso-cost lines.
- g) Distinguish between fixed cost and variable cost with example.
- h) Define monopolistic competition and explain its assumptions.
- i) Define consumption function with example.
- j) Differentiate between induced investment and autonomous investment.

Group-D (10 × 4 = 40 Marks)

4. Answer all of the following in 500 words for each.

- a) Discuss various techniques of demand forecasting.
- b) Describe the price and output determination of a firm in the short-run under perfect competition.
- c) Discuss the modern approach to national income. Can we say it as an improvement over the traditional approach. Give reasons.
- d) Mention any five important implications of the Keynesian Consumption Function.

BBA 03 Managerial Economics

Assignment-2

Group-A (1 × 10=10 Marks)

1. Answer all of the following in one word for each.

- a) Study of business or managerial economics helps managers in _____ making.
- b) Demand of a particular product is _____ related to its price.
- c) _____ cost refers to the change in total cost corresponding to an increase in output by an additional unit.
- d) The success or failure of a firm is basically measured by _____ earned by that particular firm.
- e) Market structure refers to the type of _____ in which firms operate.
- f) The _____ consumption function is based on the fundamental psychological law of consumption.
- g) Investment refers to real investment which adds to the existing stock of _____ in the economy.
- h) _____ policy consists of public spending and appropriate taxation.
- i) Anti-cyclical fiscal measures consist of public spending and appropriate _____.
- j) Managerial economics is the _____ of economic theories and principles in business management.

Group-B (2 × 10 = 20 Marks)

2. Define all of the following within two sentences for each.

- a) Managerial economics
- b) Supply
- c) Point of inflexion
- d) Speculative Consumption
- e) Market equilibrium
- f) Perfect competition
- g) Marginal utility
- h) Indifference curve
- i) Iso-quant
- j) Iso-cost

Group-C (3 × 10 = 30 Marks)

3. Answer all of the following in 75 words for each.

- a) Discuss the scope of managerial economics.
- b) Mention the assumptions of the 'Law of Demand'.
- c) Mention the exceptions to the Law of Supply.
- d) Write the difference between cardinal and ordinal approaches of utility with example.
- e) Explain 'Marginal Rate of Technical Substitution' with example.
- f) Describe the significance of the law of variable proportions.
- g) Describe 'Break even Analysis' and its assumptions.
- h) Write the relationship between total revenue, average revenue and marginal revenue with example.
- i) Describe how monopoly firm attains equilibrium in the long-run.
- j) Explain the concept of 'flow of national income'.

Group-D (10 × 4 = 40 Marks)

4. Answer all of the following in 500 words for each.

- a) Discuss the major functions of a managerial economist.
- b) What do you mean by business cycles? Briefly discuss its various phases.
- c) Define the term elasticity of demand. What are the different types of the price elasticity of demand?
- d) What do you mean by marginal efficiency of capital? How does marginal efficiency relate to the rate of interest?

BBA 04 Business Accounting

Assignment-1

Group-A (1 × 10 = 10 Marks)

1. Answer all of the following in one word for each.

- a) Book-keeping means record keeping or maintaining books of _____.
- b) _____ represents the receiving aspect of a transaction.
- c) Assets = Capital + _____.
- d) The _____ concept states that the amount actually received or paid for any goods or service should be recorded and not its value.
- e) According to _____ measurement concept, all the transactions should be recorded in terms of the standard currency of the country.
- f) Final accounts are prepared at the _____ of each accounting year.
- g) According to the _____ Concern Concept, the firm should be considered as a continuing unit and not as one closing down.
- h) Posting is a process of entering transactions into _____ accounts.
- i) _____ is a term used to describe transactions that are owed to vendors/suppliers.
- j) _____ is a subsidiary book in which all cash transactions either cash is received or paid are primarily recorded according on date wise.

Group-B (2 × 10 = 20 Marks)

2. Define all of the following within two sentences for each.

- a) Accounting
- b) Managerial accounting
- c) Creditor
- d) Balance sheet
- e) Creditor
- f) Journal
- g) Liability
- h) Capital
- i) Voucher
- j) Bad debt

Group-C ((3 × 10 = 30 Marks)

3. Answer all of the following in 75 words for each.

- a) Distinguish between cash basis and accrual basis of accounting with examples.
- b) What are the qualitative characteristics of accounting information? Explain.
- c) Explain the accounting rules with example.
- d) Mr. Rakesh started Rakesh Trading Company with a capital of Rs. 30,000. The company also borrowed Rs. 10,000 from the State Bank of India. The firm purchased a delivery van for Rs. 20,000, furniture for Rs. 5,000, typewriter for Rs. 6,000, account books and other stationery for Rs. 500. It has purchased goods on credit from M/s Gurucharan Singh & Co., for Rs. 4,000, and from M/s Lalwani Traders for Rs. 3,000. It has sold goods for cash to Mr. Peter for Rs. 2,000 and Mr. Ali for Rs. 4,000. It has also paid Rs. 300 for electricity charges, Rs. 1,000 for salaries, and Rs. 500 for rent. From the above information, list out the assets, liabilities, incomes and expenses.
- e) Write the difference between single and double entry system of book keeping.
- f) Explain the distinction between cash and credit transactions with example.
- g) Write a short note on Cash Memo, Invoice, Challan and Bill.
- h) Discuss the possible types of errors in the accounting process committed by the book keeper.
- i) What do you mean by bank reconciliation statement? Why is it prepared?
- j) “Ratio analysis is a tool to examine the health of business with a view to make financial results more intelligible.” Explain.

Group-D (10 × 4 = 40 Marks)

4. Answer all of the following in 500 words for each.

- a) Explain briefly the main accounting concepts to be observed at the time of preparing final accounts.
- b) What are Accounting standards? What is the need of issuing accounting standards?
- c) What is financial statement analysis? Compare horizontal and vertical analysis.
- d) An inexperienced book keeper has prepared the following Trial Balance for the year ended 31st March, 2016

Sl. No.	Name of Account	Dr. Balance	Cr. Balance
1	Capital		50,000
2	Stock (1.4.2015)	6,500	
3	Discount Allowed		500
4	Commission received		700
5	Fixed Assets		60,000
6	Sales	85,000	
7	Purchases		45,000

8	Return Outward		1,000
9	Return Inward	2,000	
10	Carriage Inward		600
11	Carriage outward		700
12	Wages & Salary	20,000	
13	Bills Receivable	7,000	
14	Debtors	14,000	
15	Bills Payable		17,000
16	Rent	1,500	
17	Interest Paid		2,000
18	Cash	800	
19	Creditors	6,900	
20	Stock (31.3.2016)	33,800	
	TOTAL	1,77,500	1,77,500

Draw up a corrected Trial Balance Stating reasons for your correction.

BBA 04 Business Accounting

Assignment-2

Group-A (1 × 10 = 10 Marks)

1. Answer all of the following in one word for each.

- a) Recording of this two-fold effect of each transaction is called _____.
- b) Credit represents the _____ aspect of a transaction.
- c) _____ is a summarised record which shows the effect of the transactions relating to a particular person or thing.
- d) Profit is the excess of revenue over _____.
- e) Double entry is a system which recognises and records both aspects of a _____.
- f) According to _____ entity concept, the business enterprise and its proprietor are treated as two separate entities, distinct from each other.
- g) According to the _____ Concept, appropriate costs have to be matched against the appropriate revenues for the accounting period.
- h) The _____ Concept implies that while measuring income of a business for an accounting period the non-material facts can be ignored.
- i) Compound entry is a journal entry involving more than _____ accounts.
- j) _____ is a term used by vendors/suppliers when they want to collect funds from their customers.

Group-B (2 × 10 = 20 Marks)

2. Define all of the following within two sentences for each.

- a) Accountancy
- b) Financial Accounting
- c) Cost accounting
- d) Profit and Loss account
- e) Personal Accounts
- f) Real Accounts
- g) Nominal Accounts
- h) Debtor
- i) Ledger
- j) Asset

Group-C (3 × 10 = 30 Marks)

3. Answer all of the following in 75 words for each.

- a) Outline the need for accounting and briefly describe the objectives of accounting.
- b) Ram had the following transactions. Determine the accounts to be debited and credited:
 - i. Command business with cash Rs. 1,00,000
 - ii. Purchased goods for cash Rs. 15,000
 - iii. Paid for advertisement Rs. 600
 - iv. Bought goods from P & Co. on credit Rs. 20,000
 - v. Sold goods for cash Rs. 6,000
 - vi. Sold goods to Z on credit Rs. 12,000
 - vii. Paid commission Rs. 900
 - viii. Paid salaries Rs. 8,000
 - ix. Paid rent Rs. 600
 - x. Loan taken from Hiralal Rs. 50,000
- c) Write the difference between material and non-material items.
- d) Distinguish between trade discount and cash discount with example.
- e) Explain the procedure for balancing a ledger account.
- f) Write the difference between special journal and journal proper.
- g) Write the importance of cash book.
- h) Define depreciation. Distinguish it from depletion, amortisation and obsolescence.
- i) State the advantages and disadvantages of bank reconciliation statement?
- j) What do you mean by cash flow statement? What are the objectives of it?

Group-D (10 × 4 = 40 Marks)

4. Answer all of the following in 500 words for each.

- a) What is a subsidiary book? Discuss about various types of subsidiary books with example.
- b) Why some adjustments become necessary at the time of preparing the final accounts? Name any two items of adjustment and explain how they are shown in the final accounts?
- c) Enumerate the procedure of financial statement analysis.
- d) Entry the following transactions in respective ledger accounts of Mr. A and prepare the Trial Balance under both Balance method and Total Method as on 30th April 2016.

2016 April	1	Started business with cash	Rs. 1,00,000
	2	Purchased goods for cash	Rs. 20,000
	3	Paid salaries	Rs. 5,000
	4	Stationeries purchased	Rs. 1,000
	5	Sold goods for cash	Rs. 17,000
	6	Postage expenses	Rs. 400
	7	Advertisement expenses	Rs. 3,000
	15	Purchased goods on credit form Mr. Anand	Rs. 30,000
	18	Cash Sales	Rs. 22,000
	20	Credit Sale to Mr. Mohan	Rs. 8,000
	25	Payment made to Mr. Anand on account	Rs. 25,000
	27	Mr. Mohan paid 50% of the amount due	
	30	Paid electricity bill in cash	Rs. 2,000

AECC 02 Business Communication and Soft Skills

Group-A (1 × 10 =10 Marks)

1. Answer all of the following in one word or one sentence for each.

- a. Communication is mainly the _____ of information between two or more parties.
- b. _____ communication consists of words.
- c. Nonverbal communication basically unveils an individual's _____.
- d. _____ can be studied through facial expression, gestures, eye contact, appearance, space, tactile and odour.
- e. Aristotle called the study of communication " _____ " and spoke of three elements within the process.
- f. Courteous message is positive and focused at the _____.
- g. The basic purpose of the interview is to identify _____ patterns of the interviewee or candidate.
- h. _____ reference refers to a communicative situation that allows its participants to express views and opinions and share with other participants.
- i. _____ can be explained as an attempt to secure maximum amount of information from the candidate concerning his/her suitability for the job under consideration.
- j. Facial expressions convey a lot more information than _____ can ever say.

Group-B (2 × 10 = 20 Marks)

2. Define all of the following within two sentences for each.

- a. Soft skill
- b. Portfolio
- c. Curriculum Vitae
- d. Resume
- e. Group Discussion
- f. Posture
- g. Gesture
- h. Communication
- i. Personality
- j. Interview

Group-C (3 × 10 = 30 Marks)

3. Answer all of the following in 75 words for each.

- a. Write the importance of testimonials.
- b. How does the cover letter help a job seeker?
- c. Define business communication.
- d. Write a note on paralanguage.
- e. As a manager, what communication skills you must imbibe for effective business management?
- f. Explain the process of communication with example.
- g. What are the various barriers to communication process?
- h. Write the difference between a CV and a Resume.
- i. What do you mean by informal communication?
- j. Differentiate between structured and unstructured interview.

Group-D (10 × 4 = 40 Marks)

4. Answer all of the following in 500 words for each.

- a) As a manager of a factory, write a letter to your transporter rejecting his proposal to enhance the transport tariff.
- b) What are the 7 Cs of Effective Communication? Explain with examples.
- c) How can the barriers to communication be removed? Explain with examples.
- d) You are the Recruitment Officer of a bank. You want to hire sales persons. Write a letter to the Managing Director of an HR Consultancy Firm seeking their help. Give details of your requirement.