



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

Bachelor of Business Administration (BBA)

Semester – 3

| Course code | Name of the course | Course type | Credit value | No. of assignments to be submitted |
|-------------|--------------------------|--------------------------|--------------|------------------------------------|
| BBA 05 | Macroeconomics | Core Course | 6 | 2 |
| BBA 06 | Principles of Marketing | Core Course | 6 | 2 |
| BBA 07 | Management Accounting | Core Course | 6 | 2 |
| SECBBA 01 | Modern Office Management | Skill Enhancement Course | 4 | 1 |
| | | Generic Elective 03* | 6 | 2 |

* *Generic Electives (GEs)* are interdisciplinary courses. The learners are advised to search the list of uploaded assignments and trace the assignments for the subject as per their preference during the time of admission. For any doubts, please contact the programme coordinator.

Assignment submission date: **21st March 2021**

Please read the instructions carefully before attempting the assignment questions.

INSTRUCTIONS

Dear Learner,

Greetings from Odisha State Open University.

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 counselors at your Study Centre. Please submit your assignment to the Coordinator of the Study Centre. Before you attempt the assignments, please go through the course materials carefully. Please read the instructions pertaining to an assignment before you start writing your answer. Do not copy from the course material or from any other source. You are advised to read the study material, understand the same and write answers in your own language and style so that you will get good marks/grades.

Purpose of assignments

1. Assignments are part of the continuous evaluation process in Open and Distance Learning (ODL) system.
2. 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.
3. Your assignment, after evaluation, will be returned to you with comments by the evaluator.
4. This will help you to know your strength as well as your weakness. Thus, it will establish a two-way communication between the learner and the evaluator.

How to write assignments

1. Write your name, programme code, course title, enrollment no. and study centre code on the top sheet of the assignment answer booklet.
2. Write the answers in your handwriting. Give sufficient margin in the left side of each page so that the evaluator will give comments on each paragraph/page.
3. Do not cross the word limit given in each question.
4. Your handwriting should be neat and readable.

Weightage for each assignment

1. Each assignment will be of 100 marks but it will carry 25% weightage.
2. Similarly, the Term End Examination will be of 100 marks but will carry 75% weightage.
3. You have to secure minimum 40% in continuous evaluation, 30% in term end examination and overall, 40% for successful completion of the course for the bachelor degree or undergraduate programmes.
4. In case you do not submit assignment or get fail mark in assignment you have to re-submit in the next year.

BBA 05 Macroeconomics

Assignment-1

Group-A (1 × 10 = 10 Marks)

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

- a) Steady and fairly high rate of increases in the general price level is known as _____ inflation.
- b) _____ cost is the amount of money required to replace an existing asset with an equally valued or similar asset at the current market price.
- c) Marginal Efficiency of _____ is the rate of discount which would make the present value of the series given by the returns expected from the capital asset during its life is just equal to its supply price.
- d) If the demand for a particular product is expected to be high in the future, the MEC will be _____.
- e) If the existing stock of capital goods is quite large in the country, it means that opportunities for investment are _____.
- f) Investment undertaken by the entrepreneur voluntarily in accordance with specific plan is known as _____ investment.
- g) There are two determinants of MEC: Prospective yield and _____ price.
- h) _____ multiplier tells us how increase in income leads to an increase in consumption.
- i) Acceleration coefficient is the numerical value of the relation between an increase in income and as a result of it increase in _____.
- j) The theory of super multiplier is mainly the interaction between multiplier and _____.

Group-B (2 × 10 = 20 Marks)

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

- | | |
|-----------------------|-----------------------|
| a) Transaction matrix | f) Balance of Payment |
| b) Social accounting | g) Liquidity trap |
| c) IS Curve | h) LM Curve |
| d) Monetary Policy | i) Fiscal Policy |
| e) Stagflation | j) Hyperinflation |

Group-C (3 × 10 = 30 Marks)

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

- a) What is meant by social accounting?
- b) What is the difference between domestic and national income?
- c) Mention Say's law?
- d) What is Aggregate Production Function?
- e) What is the nature of unemployment in a capitalist economy?
- f) What is aggregate supply function?
- g) What is the nature of unemployment in developing countries?
- h) What is meant by velocity of circulation of money?
- i) Why does MEC declines in the long run with an increase in the stock of capital?
- j) Define the term investment multiplier.

Group-D (10 × 4 = 40 Marks)

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

- a) Critically discuss the following terms: GDP and NDP.
- b) What is input output accounting? Make a detailed analysis of input output accounting.
- c) Make a comparative analysis of Keynesian and Classical Theory of Determination of Income, Output and Employment.
- d) Discuss Friedman's Reformulation of the Quantity Theory of Money. Make a comparison between Keynes and Friedman.

**BBA 05 Macroeconomics
Assignment-2**

Group-A (1 × 10=10 Marks)

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

- a) _____ is a model of the economy where exchanges between economic agents are represented by flows of money, goods as well as services etc.
- b) _____ is the period between the time when investment in a project is made and when production starts.
- c) If the propensity to consume is high, the consumption expenditure will be _____.
- d) Net investment means net _____ to the existing stock of capital.
- e) Multiplier effect occurs when an increase in income arises because of new injection of _____.
- f) The concept of super multiplier includes both induced consumption and induced _____.
- g) Government expenditure multiplier is also known as _____ multiplier.
- h) _____ multiplier means that changes in investment immediately results in increase in income and there exists no time lag.
- i) _____ multiplier recognizes that change in circular flow of income is a gradual process that involves time lag.
- j) The supply price of an asset is also sometimes referred to as _____ cost.

Group-B (2 × 10 = 20 Marks)

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

- | | |
|----------------------------------|---------------------------|
| a) Stock market | f) Gross Domestic Product |
| b) Net Domestic Product | g) Gross National Product |
| c) Capital consumption allowance | h) Net National Product |
| d) Factor cost | i) Indirect Tax |
| e) Effectiveness | j) Disposable Income |

Group-C (3 × 10 = 30 Marks)

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

- a) Briefly explain how income can be explained in terms of 'domestic' and 'national'.
- b) Differentiate between private and personal income.

- c) Write short note on NNP at factor cost and at market price.
- d) Why the overall balance in a balance of payments statements is always balanced?
- e) State the main implications of Say's Law?
- f) Explain supply function for labour.
- g) What will happen, according to Keynes, to employment and output when wages are cut?
- h) According to Fisher, what happens when the supply of money is increased?
- i) Write the difference between MEC and MEI.
- j) What is meant by multiplier?

Group-D (10 × 4 = 40 Marks)

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

- a) Explain the concept and importance of social accounting.
- b) Explain clearly the Classical Theory of Determination of Income and Employment.
- c) How can an open economy achieve the internal and external balances through an appropriate application of monetary and fiscal policies under the system of fixed exchange rate?
- d) Discuss various long run and short run factors affecting MEC.

BBA 06 Principles of Marketing

Assignment-1

Group-A (1 × 10 = 10 Marks)

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

- a) Desire for specific satisfier of need is known as _____.
- b) _____ is anything that can be offered to a market to satisfy a need or want.
- c) _____ is the capacity of a product to satisfy needs/ wants as per consumer's perception or estimation.
- d) Intangible goods refer to _____.
- e) _____ stage distribution channel exists where there is a direct sale of goods by the producer to the consumer.
- f) _____ is the dissemination of information by non-personal means through paid media where the source is the sponsoring organization.
- g) _____ strategy aims to persuade the buyers to go to the sellers to enquire or buy the product or service.
- h) _____ advertising is again classified into: pioneering advertising, competitive advertising and retentive advertising.
- i) The fundamental objectives of _____ include: to inform, to pursue and to remind.
- j) _____ stage is marked by rapid climb in sales.

Group-B (2 × 10 = 20 Marks)

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

- | | |
|--------------|----------------------|
| a) Product | f) Process |
| b) Price | g) Physical Evidence |
| c) Place | h) Segmentation |
| d) Promotion | i) Targeting |
| e) People | j) Positioning |

Group-C ((3 × 10 = 30 Marks)

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

- a) What is production concept?

- b) Write the differences between marketing and selling concept.
- c) What do you mean by service marketing?
- d) What is niche marketing?
- e) What is relationship marketing?
- f) What are the objectives of sales promotion?
- g) Write the difference between internal and external marketing environment.
- h) What are the two important sets of determinants of buyer behaviour?
- i) What is public relation? Give example.
- j) Differentiate between skimming and penetration pricing.

Group-D (10 × 4 = 40 Marks)

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

- a) State and explain the stages of the product life cycle.
- b) Describe the possible decision making process of buying a car.
- c) Discuss the major market segmentation variables for water purifier and its benefits.
- d) Explain the importance of Customer Relationship Management in an organization.

BBA 06 Principles of Marketing

Assignment-2

Group-A (1 × 10 = 10 Marks)

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

- a) The term 'market' is derived from the Latin word _____.
- b) According to _____ orientation, marketing is, "the performance of business activities that direct the flow of goods & services through producer to consumer or user".
- c) _____ concept holds that consumers and businesses, if left alone, won't buy enough of the organization's product.
- d) _____ concept holds that consumers will prefer products that are widely available and inexpensive.
- e) _____ is a state of felt deprivation of some basic satisfaction.
- f) In the STP approach, 'S' stands for _____.
- g) _____ is the act of designing the company's offer so that it occupies a distinct and valued place in the target customers' mind.
- h) _____ helps the marketer by identifying groups of customers to whom he could more effectively 'target' marketing efforts for the product or service.
- i) Major segmentation variables include geographic, demographic, _____ and behavioural.
- j) American Marketing Association, has defined _____ as "any form of non-personal presentation or promotion of ideas, goods or services, by an identified sponsor".

Group-B (2 × 10 = 20 Marks)

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

- | | |
|------------|---------------------|
| a) Retail | f) Demand |
| b) Service | g) Brand |
| c) Value | h) Advertising |
| d) Need | i) Competition |
| e) Want | j) Personal Selling |

Group-C (3 × 10 = 30 Marks)

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

- a) Define supply chain management.
- b) Explain cost based pricing.
- c) Differentiate between cost and price.
- d) Differentiate between customer and consumer.
- e) What is penetration pricing?
- f) What is marketing myopia?
- g) What are consumer goods?
- h) What is holistic marketing?
- i) Define logistics.
- j) What is brand equity?

Group-D (10 × 4 = 40 Marks)

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

- a) What is marketing mix? Explain the elements of the marketing mix with example
- b) Explain the significance of marketing environment in the changing business world.
- c) Explain promotional mix and its strategies in different marketing conditions.
- d) Describe the major retailer types available in India.

**BBA 07 Management Accounting
Assignment-1**

Group-A (1 × 10 = 10 Marks)

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

- a) _____ costing is a technique which helps us to control costs and business operations.
- b) Variance is defined as difference between standard cost and _____ cost.
- c) Material mix variation is calculated when weight of mix is equal to _____ weight of mix.
- d) Labour cost variance = Standard cost of labour _____.
- e) Standard overhead rate per unit = _____.
- f) Over absorption or under absorption of overheads for the actual production is known as _____ variance.
- g) Sales — Variable Cost = _____.
- h) Blanket overhead rate is also termed as _____ rate.
- i) Direct Labour Cost Method is also termed as _____ Method.
- j) Interest paid is a component of _____.

Group-B (2 × 10 = 20 Marks)

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

- | | |
|----------------------|-------------------------|
| a) Normal Standard | f) Standard Costing |
| b) Ideal Standard | g) Cost Centre |
| c) Basic Standard | h) Multiple bar diagram |
| d) Current Standard | i) Exhaustive events |
| e) Expected Standard | j) Poisson distribution |

Group-C ((3 × 10 = 30 Marks)

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

- a) From the following particulars, calculate labour variance:
Standard hours = 200

Standard rate for actual production = Re. 1 per hour

Actual hour = 190

Actual Rate = Rs. 1.25 per hour

- b) Define marginal costing.
- c) What do you mean by Break-Even Analysis?
- d) What do you mean by under absorption and over absorption of overheads?
- e) Differentiate between job and contract costing.
- f) Mention any two advantages and disadvantages of process costing.
- g) What are the different functions of materials control?
- h) What are the various techniques of costing?
- i) What is overhead?
- j) What is a cost sheet?

Group-D (10 × 4 = 40 Marks)

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

- a) From the following particulars, compute the Variable Overhead Variances:

| | Standard | Actual |
|--------------------|-------------|-------------|
| Output in Units | 2,500 units | 2,000 units |
| Labour Hours | 5,000 | 6,000 |
| Variable Overheads | Rs. 1,000 | Rs. 1,500 |

- b) From the following details, calculate Sales Margin Variances:

| Product | Budgeted | | Actual | |
|--|----------------|-------------|----------------|-------------|
| | Quantity Units | Sales Price | Quantity Units | Sales Price |
| X | 300 | 46 | 400 | 50 |
| Y | 500 | 28 | 450 | 26 |
| The cost per unit of product X and Y was Rs. 45 and Rs. 20 respectively. | | | | |

- c) Compute Machine hour rate from the following data:
Cost of machine Rs. 1,10,000
Installation charges Rs. 10,000
Estimated scrap value (after 15 years) Rs. 5,000
Rent and rates for the shop Rs. 200 P.M.
General lighting for the shop Rs. 300 P.M.
Insurance premium for the machine Rs. 960 P.a.
Repairs and maintenance Rs. 1000 P.a.
Power consumption 10 units per hour
Rate of power per 100 units Rs. 20
Estimated working hours per annum 2200 which include setting up time of 200 hours.
Shop supervisor's salary per month Rs. 600
The machine occupies d of the total area of the shop.
The shop supervisor is expected to devote 1/5 the of his time for supervising the machine.
- d) Describe the different classification of cost in detail.

BBA 07 Management Accounting
Assignment-2

Group-A (1 × 10 = 10 Marks)

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

- a) The term “Standard Costs” refers to _____ costs.
- b) Standard Costing is a concept of _____ for determination of standard for each element of costs.
- c) The “cost of producing one additional unit of product” is known as _____ cost.
- d) All elements of costs are classified into fixed and _____ costs.
- e) _____ costs are charged as the cost of production.
- f) Differential costing is also termed as _____ costing.
- g) CVP analysis of the relationship existing amongst costs, sales revenues, output and the resultant _____.
- h) _____ — Variable Cost = Fixed Cost + Profit
- i) Contribution = Fixed Cost + _____.
- j) Actual overhead rate as otherwise called _____ rate.

Group-B (2 × 10 = 20 Marks)

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

- | | |
|---------------------------|-------------------------------|
| a) Estimated Costing | f) Overhead Cost Variance |
| b) Budgetary Control | g) Discrete Random Variables |
| c) Binomial distribution | h) Material Price Variance |
| d) Material Cost Variance | i) Materials Yield Variance |
| e) Labour Cost Variance | j) Labour efficiency Variance |

Group-C (3 × 10 = 30 Marks)

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

- a) Write any two advantages and limitations of Standard Costing.
- b) Write two limitations of marginal costing.
- c) Define Profit Volume Ratio.
- d) From the following information calculate the amount of profit using marginal cost technique:
Fixed cost Rs. 3,00,000
Variable cost per unit Rs. 5
Selling price per unit Rs. 10
Output level 1,00,000 units
- e) From the following particulars find out break-even point:
Fixed Expenses Rs. 1,00,000
Selling price Per Unit Rs. 20
Variable cost per unit Rs. 15
- f) What do you mean by selling and distribution overhead and administration overhead?
- g) Define process costing.
- h) What is the first step for preparation of Reconciliation Statement?
- i) Differentiate between direct and indirect material.

- j) Define Economic Ordering Quantity.

Group-D (10 × 4 = 40 Marks)

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

- a) From the following information is given about standard and actual sales. You are required to calculate Sales Variances:

| | Standard Quantity Units | Sales Price | Actual Quantity Units | Sales Price |
|---|----------------------------|-------------|--------------------------|-------------|
| X | 250 | 2.5 | 250 | 2.5 |
| Y | 200 | 3 | 300 | 3.25 |
| Z | 150 | 3.5 | 200 | 3.75 |
| | 600 | | 750 | |

- b) Briefly explain and compare and contrast between Standard Costing and budgetary Control.
- c) Sales Rs. 2,00,000; Profit Rs. 20,000 and Variable Cost 60%. You are required to calculate: P/V Ratio, Fixed Cost and Sales volume to earn a profit of Rs. 50,000.
- d) From the following particulars, prepare the Stores Ledger Account showing how the value of the issues would recorded under FIFO methods
- 01.12.2020 Opening Stock 1,000 Units at Rs. 26 each
 05.12.2020 Purchased 500 Units at Rs. 24.50 each
 07.12.2020 Issued 750 Units
 10.12.2020 Purchased 1,500 Units at Rs. 24 each
 12.12.2020 Issued 1,100 Units
 15.12.2020 Purchased 1000 Units at Rs. 25 each
 17.12.2020 Issued 500 Units
 18.12.2020 Issued 300 Units
 25.12.2020 Purchased 1,500 Units at Rs. 26 each
 29.12.2020 Issued 1,500 Units

SECBBA 01 Modern Office Management

Group-A (1 × 10 = 10 Marks)

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

- a) Out of the following types of office, which office does have direct contact with the clients? (i. e-office, ii. Back office, iii. Front office, iv. Virtual office)
- b) Which of the following is not security equipment? (i. CCTV Camera, ii. Guard Monitoring System, iii. Biometric Access Control System, iv. Executive Desk)
- c) _____ correspondence refers to correspondence on matters like inquiries, replies, acknowledgements etc. (i. Routine ii. Sales, iii. Personalized, iv. Internal)
- d) A _____ letter is written when the purchaser does not find the goods up to his satisfaction. (i. Business Enquiry, ii. Order, iii. Complaint, iv. Recovery)
- e) After receiving a mail, what is the next step in handing incoming mail? (i. Opening the mail, ii. Sorting the mail department-wise, iii. Marking the mail, iv. Recording the mail)
- f) A _____ record is defined as information about an employee's eligibility for employment, promotion, compensation etc. (i. Correspondence, ii.

Personnel, iii. Accounting, iv. Legal)

g) _____ may be defined as the arrangement of equipment within the available floor space. (i. Office Location, ii. Office Ventilation, iii. Office Layout, iv. Office Lighting)

h) Which of the lighting system provided light which is soft, avoids shadows and glare and does not cause eye strain? (i. Direct ii. Indirect, iii. Semi-direct, iv. General Diffuse)

i) _____ Ventilation may be obtained by providing enough doors, windows, and ventilators of the right type at the right places (i. Natural, ii. Artificial, iii. Air-conditioning, iv. Modular design Equipment)

j) Which one of the following is a type of horizontal filing system? (i. Arch Level Files ii. Folders, iii. Cabinet, iv. Guide Cards)

Group-B (2 × 10 = 20 Marks)

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

- | | |
|----------------|---------------|
| a) Filing | f) Free-reign |
| b) Indexing | g) Management |
| c) Lease | h) Control |
| d) Office | i) Feedback |
| e) Supervision | j) Planning |

Group-C ((3 × 10 = 30 Marks)

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

- Define filing and explain its advantages.
- Write note on office automation.
- What do you mean by 'Span of Supervision'?
- Discuss the importance of 'control system'.
- What do you mean by business correspondence?
- Narrate the importance of indexing.
- Discuss various types of offices.
- What are the functions of office manager?
- Describe the procedure for maintaining incoming and outgoing mail of an office.
- Discuss the elements of effective supervision.

Group-D (10 × 4 = 40 Marks)

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

- What factors contribute to the growth of office work? Explain various activities of modern office.
- Discuss the effect of office layout, lighting, and ventilation on employee productivity.
- Describe the procedure of purchasing office stationary and supplies with example.
- Discuss the importance of supervision. Explain the characteristics of a good supervisor.