

**Bachelor of Business Administration  
(BBA)**

**ASSIGNMENTS  
2024-25**

**[Valid from 1st July, 2024 to 30th June, 2025]**

**Third Semester**



**School of Management Studies  
Indira Gandhi National Open University  
Maidan Garhi, New Delhi -110 068**



# **Bachelor of Business Administration**

## **(BBA)**

### **ASSIGNMENTS – 2024-25**

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in each course.

We are sending the assignments for **BCOE-141, BCOG-171, BRL-106 and BCOS-184** together.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-end examination, it is compulsory for you to submit the assignments as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

1. Those students who are appearing in December 2024 Term end exams, they should submit the assignments latest by 15<sup>th</sup> October 2024.
2. Those students who are appearing in June 2025 Term End Exam, they have to submit the assignments latest by 15<sup>th</sup> March 2025.

You have to submit the assignments of all the courses to the Coordinator of your Study Centre.

## **TUTOR MARKED ASSIGNMENT**

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<b>COURSE CODE</b>	<b>:</b>	<b>BCOE-141</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>PRINCIPLES OF MARKETING</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>BCOE-141/TMA/2024-25</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

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**Maximum Marks: 100**

**Note: Attempt all the questions.**

### **Section – A**

**(Attempt all the questions. Each question carries 10 marks.)**

- 1) What do you understand by the term marketing mix? Explain the components of marketing mix. (10)
- 2) Research findings showed that consumption of a particular edible oil is injurious to health. Is this finding relevant to a sweet shop? Justify? (10)
- 3) Your company is planning to launch a new line of organic facial creams aimed at young adults aged 18-30. Conduct a brief market analysis for the new product line. (10)
- 4) Design an advertising campaign for a new product, including the target audience, key message, media channels, and budget considerations. (10)
- 5) Imagine you discover that a competitor is providing inaccurate information about their product to potential clients. Describe a specific ethical strategy you would employ to address this situation while maintaining the integrity of your own sales approach. (10)

### **Section – B**

**(Attempt all the questions. Each question carries 6 marks.)**

- 6) Discuss how understanding consumer behavior can help in the successful launch of the new product, with two specific examples. (6)
- 7) Describe the role of intermediaries in the distribution channel and explain how they are important in the marketing process. (6)
- 8) What are the basic methods of pricing? Also explain the factors affecting the pricing decisions. (6)
- 9) Provide two examples of strong brands and describe what makes them successful. (6)
- 10) Explain how virtual reality (VR) can enhance the customer experience. Describe the potential challenges and opportunities for marketers using VR. (6)

**Section – C**

**(Attempt all the questions. Each question carries 10 marks.)**

- 11) Write short notes on: (10)**
- a) Physical distribution system
  - b) Experiential marketing
- 12) Distinguish between the following: (10)**
- a) Consumer markets and organisational markets
  - b) Need and motive.

## TUTOR MARKED ASSIGNMENT

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<b>COURSE CODE</b>	<b>:</b>	<b>BCOG-171</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>PRINCIPLES OF MICRO ECONOMICS</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>BCOG-171/TMA/2024-25</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

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**Maximum Marks: 100**

**Note: Attempt all the questions.**

### Section-A

**(Attempt all the questions. Each question carries 10 marks.)**

- Q.1** Explain the concept of a Production Possibility Curve. Enumerate its assumptions. Illustrate it with the help of an example. **(10)**
- Q.2** Explain the law of demand with the help of a demand schedule and a demand curve. Also explain its exception using the distinction between substitution and income effects. **(10)**
- Q.3** Distinguish between Perfectly Elastic, Perfectly Inelastic, Unit Elastic, Inelastic and Elastic supply curves with the help of diagrams. **(10)**
- Q.4** What do you mean by marginal rate of substitution? Why does marginal rate of substitution of X for Y fall when quantity of X is increased? **(10)**
- Q.5** How is the Long run Average cost curve derived from Short run Average cost curves? Use suitable diagrams **(10)**

### Section-B

**(Attempt all the questions. Each question carries 6 marks.)**

- Q.6** What are the characteristics that have to be considered while identifying a Market structure? **(6)**
- Q.7** Why should equilibrium between marginal cost and marginal revenue be a necessary condition for equilibrium of a firm? **(6)**
- Q.8** Distinguish between interest and profit. Is it not correct to say that both are earned by the capitalists for the capital they invest in the production process? **(6)**
- Q.9** What are the various sources of profits? Do you think that all profits can be explained in terms of the monopoly power exercised by the producer? **(6)**
- Q.10** What is full-cost pricing principle? Does it lead to a higher than optimum production? **(6)**

### **Section-C**

**(Attempt all the questions. Each question carries 5 marks.)**

- Q.11** Write a short note on the claimed superiority of indifference curves analysis over utility analysis. **(5)**
- Q.12** How the various tools of government intervention are applied while determining the price? **(5)**
- Q.13** What is backward bending supply curve? Explain with an example. **(5)**
- Q.14** Define functional distribution and distinguish it from personal distribution. **(5)**

## **TUTOR MARKED ASSIGNMENT (TMA)**

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<b>Course Code</b>	<b>:</b>	<b>BRL-106</b>
<b>Course Title</b>	<b>:</b>	<b>Managing Human Resources</b>
<b>Assignment Code</b>	<b>:</b>	<b>BRL-106/TMA/2024-25</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

**(A) Short Type Questions**

1. What is the training? Explain the various methods in training. **(10)**
2. Discuss in detail the model of manpower planning. **(10)**
3. State and explain the elements of communication process. **(10)**
4. What is meant by selection of an employee in a Retail Organisation? Describe the steps involved in the induction process of an employee. **(10)**
5. What are the Activities of HRM? How are they performed in a Retail Organization? **(10)**
6. State and explain the elements of communication process. **(10)**
7. What is Job Analysis? Explain the methods of job analysis in detail. **(10)**

**(B) Essay Type Questions**

8. Discuss the steps involved in the development of Human Resource Information System. **(15)**
9. State the main causes of Grievance? Explain its procedure in detail. **(15)**

## TUTOR MARKED ASSIGNMENT

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<b>COURSE CODE</b>	<b>:</b>	<b>BCOS – 184</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>E-COMMERCE</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>BCOS – 184/TMA/2024-25</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

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**Maximum Marks: 100**

**Note: Attempt all the questions.**

### Section – A

**(Attempt all the questions. Each question carries 10 marks.)**

- Q.1** State the impact of various emerging technologies such as mobility, cloud, AI and IoT on E-commerce. **(10)**
- Q.2** What is a virtual currency? Why do you think crypto currency was banned by RBI? **(10)**
- Q.3** What is an operating system? Explain the two most commonly used operating systems. **(10)**
- Q.4** What is Cyber Security? State its importance in the today's digitally connected world. **(10)**
- Q.5** State the differences among React native, Ionic, Xamarin and Flutter. **(10)**

### Section – B

**(Attempt all the questions. Each question carries 6 marks.)**

- Q.6** Explain Drop Shipping Model? Would emerging technologies have any impact on implementation strategies of e-commerce? Justify. **(6)**
- Q.7** State the difference between traditional payment and e- payment. **(6)**
- Q.8** Why is customer engagement and retention an important tool for an e commerce business? **(6)**
- Q.9** **Differentiate between the following:** **(6)**
- a) Digital Signature and Electronic Signature.
  - b) IT Act 2000 and IT (Amendment) Act 2008.
- Q.10** What are E-services? What are the various advantages of E-services? **(6)**



**Section – C**

**(Attempt all the questions. Each question carries 5 marks.)**

- Q.11** State the evolution of E-governance with the help of Gartner's model. **(5)**
- Q.12** What are the various ingredients required for making a website? **(5)**
- Q.13** What are cybercrimes? State various types of cyber crimes occurring these days. **(5)**
- Q.14** Give the brief of E-tailing trends in India. **(5)**