

Assignment

B.Com (H): II Semester

Business Communication

Paper Code - 102

OBJECTIVE

To enable professional undergraduate students to act with confidence while they have to participate in real life situations calling for skill self expression, social communication , interviews, group discussions and presentations and to make them effective in managing professional roles of day to day needs of guiding ,supervising and directing.

Q.1 Elaborate the various steps involved in the process of communication.

Q.2 Discuss the 7 C's of communication??

Q.3 Write Short note on:

- (i) **Body language**
- (ii) **Types of interview**

Q.4 Write a letter asking the applicant to appear for interview for the post of a Sales Manager?

Q.5 What do you understand by grapevine? What is its importance in an organization?

Procedure:

The students should refer to the books mentioned in references and they can also take help from internet. The assignment should be handwritten and properly filled. Students should cover all these headings in their assignments.

- Index
- Introduction
- Objective of the assignments
- Assignment questions with answers
- Conclusion
- References

Outcome:

After completing the assignment, students will understand the various basic concepts of entrepreneurship and will be able to perform better in the subject

Reference Books:

Lesikar, (2009), Business Communication: Making Connections in a Digital World, McGraw Hill Education.

Madhukar, R.K., Business Communication, 2nd Edition, Vikas Publishing House, New Delhi.

Objective:

The objective of this assignment is to give understanding of the basic concepts and issues in microeconomics and their application in business decisions.

Questions:

1. State Price income & Substitution Effect of Indifference Curve?
2. Write Short Note on Following :
 - (a) Short Run Cost
 - (b) Long Run Cost
 - (c) Implicit & Explicit Cost
 - (d) Private & Social Cost
 - (e) Revenue Concept
3. State and explain law of demand. What is Movement & Shift in Demand?
4. Explain Elasticity of Demand, States its types?
5. Explain Law of Variable Proportion & Returns to a Scale through the use of ISO Quants.

Procedure:

For completing the assignment students should refer to the books mentioned in references and they can also take help from internet. The assignment should be handwritten and properly filled. Students should cover all these headings in their assignments.

- Index
- Introduction
- Objective of the assignments
- Assignment questions with answers
- Conclusion
- References

Outcome:

After completing the assignment, students will understand the various basic concepts of micro economics and will be able to perform better in the subject

Reference Books:

1. Colander , D,C (2008) Economics , McGraw Hill Education
2. Peterson , L and Jain (2006), Managerial Economics , 4th Edition , Pearson Education
3. Samuelson, P , Nordhaus , W. (2009) Economics , 18th Edition , McGraw Hill Education
4. Dwivedi, D. N., (2008), Managerial Economics, 7th Edition, Vikas Publishing House

Objective:

The objective of this assignment is to provide basic knowledge to the student in application of algebra and calculus in business.

Questions:

1. Arithmetic mean between two numbers is 15 and geometric mean is 9. Find the numbers
2. How many different words can be formed with the letter of the word LOGARITHMS so that vowels are never come together.
3. An amount of 10,000 is put into three investment at the rate of 10,12 &15 percent p.a. the combined income is 1310 and combined income of first and second is 190 short than third income. Find the amount of investment in each using matrix inverse method.
4. Find consumer and producer surplus under pure competition if demand function $P= 8/x+1 -2$ and supply function $P= x+ 3 /2$. P and x are price and output respectively.
5. Define cost function, revenue function & profit function with an example. Write the condition of maximization and minimization of function.

Procedure:

The students should refer to the books mentioned in references and they can also take help from internet. The assignment should be handwritten and properly filled. Students should cover all these headings in their assignments.

- Index
- Introduction
- Objective of the assignments
- Assignment questions with answers
- Conclusion
- References

Outcome:

After completing the assignment, students will understand the various basic concept of business mathematics, and will be able to perform better in the subject.

Reference Books.

1. J.K.THUKRAL, BUSINESS MATHEMATICES,SCHOLAR TECH PRESS.

1. What is Contract? How is it Different from Agreement?
2. Differentiate between:-
 - (a) Sale and Agreement to sell.
 - (b) Condition and warranties.
3. Define holder in due course. Also explain the privileges of holder in due course.
4. Explain the main salient features of the limited liability partnership Act 2008.
5. Only legal owner can make the contract of sale 'Comment' are there any exception to this rule.

PROCEDURE

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from Internet. The assignment should be handwritten and properly filled. Presentation of assignments is important; students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy and Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and use diagrams, wherever applicable.
10. Put Examples etc.

OUTCOME:

After doing the assignment, students will be able to use self expression and social communication in an effective manner.

REFERENCES:

Kapoor ND, "Company Law And Secretarial Practice", Sultan Chand & Sons, 2003

Tulsian PC, "Business Law", Tata Mc-Graw Hill Education, 2000

[Http://Www.Lawyersclubindia.Com/](http://www.Lawyersclubindia.Com/)

ASSIGNMENT

OBJECTIVE:

The main aim of these topics is to help the students in understanding basic principles of data analysis as well as to develop the skill of business decision making.

QUESTIONS:

Attempt all Questions.

1. Define Mathematical Average their properties and application in Detail.
2. Define Kurtosis and how it is Different from Moments.
3. Describe Scatter Diagram.
4. What is Probable and standard errors.
5. Which type of Problem may arise in the construction of index numbers?

PROCEDURES:

First of all read the topics carefully. Repeat if required. For more clarification of the topics use Text Book of Business Statistics, reference books and internet.

Prepare assignment including:

- Cover Page-*Institute Name, Paper Name, Paper Code, Student Name, Course, Enrollment Number, Batch, Faculty Name*
- Objective
- Index- *Question No. Page No.*
- Contents
- Conclusion
- References- *In Standard Format*

POINT TO BE CONSIDERED

1. Give proper heading and subheading.
2. Explain every topic in points using diagrams.
3. Put examples where necessary.

OUTCOMES:

After doing this assignment students will able to understand various methods of data Analysis and Interpretation for purpose of various business decision.

REFERENCE BOOKS:

1. Thukral J. K.(2014) Business Statistics, First Edition ,Scholar Tech Press.
2. Jain T. R., Agarwal, S.C., (2008) Quantitative Methods, V.K. (India) Enterprises.
3. Gupta, S.P., and Gupta, Archana, (2009), Statistical Methods. Sultan Chand and Sons,