

# **Bachelor of Business Administration (BBA)**

## **MANAGEMENT LAB (DBBACO301P24)**

### **Self-Learning Material (SEM -III)**



## **Jaipur National University Centre for Distance and Online Education**

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## Course Introduction

Management Lab is assigned 1 credit and contains 20 Topics. The Management Lab is designed to bridge the gap between theory and practice by offering a comprehensive set of assignments tailored specifically for BBA students. These assignments cover a wide array of topics essential for aspiring business professionals, ranging from fundamental mathematical concepts to advanced marketing strategies and legal frameworks.

Each assignment is accompanied by detailed instructions, hint solutions, and guidance to facilitate effective learning and understanding. Additionally, instructors are encouraged to customize the assignments according to the specific needs and objectives of their management labs.

We hope you will enjoy the course.

## Acknowledgement

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## **Business Mathematics and Logical Reasoning**

### **Assignment 1: Basic Mathematical Concepts**

Statement: Solve a set of problems covering topics such as percentages, ratios, and proportions.

Hint Solution: Review basic formulas and concepts before attempting the problems.

### **Assignment 2: Linear Equations and Graphs**

Statement: Solve linear equations and plot graphs for business scenarios.

Hint Solution: Remember to use slope-intercept form and interpret the slope and intercept in business terms.

### **Assignment 3: Time Value of Money**

Statement: Calculate present value, future value, and annuities for investment decisions.

Hint Solution: Utilize formulas for calculating present and future values, and understand the implications of interest rates and time periods.

### **Assignment 4: Probability and Statistics in Business**

Statement: Analyze business data using probability distributions and statistical measures.

Hint Solution: Understand the different types of probability distributions and their applications in business decision-making.

### **Assignment 5: Logical Reasoning and Problem Solving**

Statement: Solve logical reasoning puzzles and apply problem-solving techniques to business scenarios.

Hint Solution: Break down complex problems into smaller, manageable parts and use logical reasoning to reach conclusions.

## **Marketing Management**

### **Assignment 6: Market Segmentation Analysis**

Statement: Identify and analyze market segments for a given product or service.

Hint Solution: Consider demographic, geographic, psychographic, and behavioral factors when segmenting markets.

### **Assignment 7: Product Positioning Strategy**

Statement: Develop a product positioning strategy for a new or existing product.

Hint Solution: Conduct market research to understand consumer preferences and competitors' positioning strategies.

### **Assignment 8: Marketing Mix (4Ps) Analysis**

Statement: Analyze the marketing mix elements (product, price, place, promotion) for a chosen product or service.

Hint Solution: Evaluate how each element contributes to the overall marketing strategy and target market.

### **Assignment 9: Brand Management Case Study**

Statement: Analyze a case study on brand management and propose strategic recommendations.

Hint Solution: Identify brand equity factors and propose strategies to enhance brand value and competitiveness.

### **Assignment 10: Digital Marketing Campaign Proposal**

Statement: Develop a digital marketing campaign proposal targeting a specific audience.

Hint Solution: Utilize various digital marketing channels and tools to create an integrated campaign strategy.

## **Business Legal Framework**

### **Assignment 11: Contract Law Analysis**

Statement: Analyze a set of contracts and identify key legal elements and obligations.

Hint Solution: Pay attention to offer, acceptance, consideration, legality, and capacity in contract formation.

### **Assignment 12: Business Ethics Case Study**

Statement: Evaluate a business ethics case study and discuss ethical dilemmas and possible solutions.

Hint Solution: Apply ethical theories and principles to analyze the case and propose ethical resolutions.

### **Assignment 13: Intellectual Property Rights**

Statement: Discuss the importance of intellectual property rights in business and analyze relevant legal cases.

Hint Solution: Understand different types of intellectual property (patents, trademarks, copyrights) and their protection mechanisms.

### **Assignment 14: Employment Law Compliance**

Statement: Assess a company's compliance with employment laws and regulations.

Hint Solution: Review relevant employment laws such as anti-discrimination laws, wage and hour laws, and workplace safety regulations.

### **Assignment 15: Legal Forms of Business Organization**

Statement: Compare and contrast different legal forms of business organization (sole proprietorship, partnership, corporation, etc.).

Hint Solution: Consider factors such as liability, taxation, and management structure when analyzing each business form.

## **Cost Accounting**

### **Assignment 16: Cost Classification and Behavior**

Statement: Classify costs and analyze their behavior (fixed, variable, mixed) in a manufacturing or service setting.

Hint Solution: Understand how different cost behaviors impact decision-making and financial performance.

### **Assignment 17: Cost-Volume-Profit Analysis**

Statement: Perform cost-volume-profit analysis to assess the profitability of different business scenarios.

Hint Solution: Calculate breakeven point, contribution margin, and profit for various levels of sales volume.

### **Assignment 18: Budgeting and Variance Analysis**

Statement: Prepare a budget and analyze variances between actual and budgeted performance.

Hint Solution: Identify causes of variances and recommend corrective actions to improve future performance.

### **Assignment 19: Activity-Based Costing**

Statement: Implement activity-based costing to allocate overhead costs more accurately.

Hint Solution: Identify cost drivers for different activities and allocate overhead costs based on their usage.

### **Assignment 20: Costing Methods Comparison**

Statement: Compare traditional costing methods (job order costing, process costing) with activity-based costing.

Hint Solution: Evaluate the strengths and weaknesses of each costing method in different business environments.