

Bachelor of Business Administration (BBA)

MANAGEMENT LAB (OBBACO301P24)

Self-Learning Material (SEM -III)



Jaipur National University Centre for Distance and Online Education

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Expert Committee

Prof. R.L. Raina
Former Vice Chancellor, JKLU
Professor of Communication, IIM Lucknow

Prof. J.K. Tandon
Former Dean, Faculty of Commerce
Former Head of EAFM Department
University of Rajasthan

Course Coordinator

Ms. Saraswati Kumari
Department of Business & Management, JNU, Jaipur

Topic Preparation

Topic Writers

Ms. Neha Goyal
Department of Business &
Management, JNU, Jaipur
(Topic 1-5)

Ms. Indra Sharma
Department of Business &
Management, JNU, Jaipur
(Topic 6-10)

Ms. Shruti Aggarwal
Department of Business &
Management, JNU, Jaipur
(Topic 11-15)

Ms. Shikha Agarwal
Department of Business &
Management, JNU, Jaipur
(Topic 16-20)

Assisting & Proof Reading

Dr. Shilpi Bagga
Department of Business &
Management, JNU, Jaipur

Editor

Prof. Rajesh Mehrotra
Director, CDOE, JNU,
Jaipur

Secretarial Assistance

Mr. Nitin Parashar

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.