



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

BBA Honours 5th Semester Examination, 2021

DSE2-BBA

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.
All symbols are of usual significance.*

**The question paper contains paper 5MB, 5HB, 5FB, 5MC and 5HC
The candidates are required to answer any *one* from *five* papers.
Candidates should mention it clearly on the Answer Book.**

5MB

CONSUMER BEHAVIOUR

GROUP-A

Answer any *two* questions

12×2 = 24

1. What is a reference group? What are the various characteristics that are important in reference group influence? 3+9 = 12
2. What is the significance of consumer behaviour in Marketing decision? Discuss in brief the stages of consumer research process. 3+9 = 12
3. Briefly explain about the simple model of consumer decision making. 12
4. Discuss the different process of consumer learning with any one of the model. Define consumer learning. 6+6 = 12

GROUP-B

5. Answer any *four* questions: 6×4 = 24
 - (a) What are the different characteristics of Indian Customers?
 - (b) How is the knowledge of consumer behaviour useful to the market?
 - (c) What do you mean by need Identification?
 - (d) In what aspects is urban consumer will be different from a rural consumer?
 - (e) What do you understand by reinforcement?
 - (f) What do you mean by the concept of social class?

GROUP-C

6. Answer any *four* questions: 3×4 = 12
- (a) What is Consumer Commitment?
 - (b) What is post-purchase evaluation?
 - (c) What do you mean by consumer perception?
 - (d) What is observational learning?
 - (e) Explain the concept of reference group.
 - (f) “The structure of family is changing.” — Explain.

5HB

HUMAN RESOURCE DEVELOPMENT

GROUP-A

Answer any *two* questions

12×2 = 24

- 1. Define Performance Appraisal. Describe the modern methods of performance appraisal. 5+7 = 12
- 2. Explain the significance of HRD in organizational perspective and mention its goals. 12
- 3. State the Organizational Learning Process. Define Classical Condition Theory and its Key Principles. 5+7 = 12
- 4. Discuss the basis of Career Planning. State the significance of QWL for Female employees in an organization. 6+6 = 12

GROUP-B

5. Answer any *four* questions: 6×4 = 24
- (a) Discuss the methods of on-the job training. 6
 - (b) Mention the role of HRIS in relevance to modern HRD technique. 6
 - (c) Define Management by Objective. 6
 - (d) Differentiate between 360 Degree Appraisal and BARS. 6
 - (e) State the importance of Thomas Profiling as a psychometric analysis to evaluate employee behavioural profile. 6
 - (f) What is IQM? How does it differ from traditional management? 6

GROUP-C

6. Answer any *four* questions: 3×4 = 12
- (a) State the importance of HRD. 3
- (b) How HRD implementation may bring about Organizational Development? 3
- (c) Define Operant Condition Theory. 3
- (d) Differentiate between Job rotation and Job enlargement. 3
- (e) Define Enterprise Resource Planning. 3
- (f) Define the concept of MDP. 3

5FB

FINANCIAL MARKETS AND INSTITUTIONS

GROUP-A

Answer any *two* questions from the following 12×2 = 24

1. Discuss the functions of a financial system. 12
2. (a) What do you mean by ‘money market’? 2+3+7 = 12
 (b) Discuss the benefits and functions of money market.
3. (a) What do you mean by financial services? 3+9 = 12
 (b) State the characteristics of financial services.
4. Discuss in detail the instruments of Monetary Policy of the RBI. 12

GROUP-B

5. Answer any *four* questions from the following: 6×4 = 24
- (a) Elaborate the structure of the RBI. 6
- (b) What are the features of the Indian Financial system? 6
- (c) Why does the Government issue Treasury Bills? 6
- (d) Discuss the need for Development Financial Institutions. 6
- (e) What is Venture Capital Financing? 6
- (f) What are the primary functions of Commercial Bank? 6

GROUP-C

6. Answer any *four* questions from the following: 3×4 = 12
- (a) What is Call Money? 3
 - (b) What is Merchant Banking? 3
 - (c) Define 'Foreign Exchange Market'. 3
 - (d) What is Consumer Finance? 3
 - (e) State three functions of Commercial Bank. 3
 - (f) What is meant by securitization of debt? 3

5MC

PRODUCT AND BRAND MANAGEMENT

Answer any *two* questions from the following

12×2 = 24

- 1. Briefly describe each of the stages of 'PLC' by taking an example from consumer products you are familiar with. 12
- 2. Discuss various methods of forecasting market potential and sales for a product. 12
- 3. (a) 'Brand offers a number of benefits to customers and firms'. — Elaborate. 6+6
 (b) What is brand extension? What are its advantages?
- 4. (a) What is brand equity? Discuss Brand Asset Valuator Model. 8+4
 (b) How do firms build Brand Equity?

GROUP-B

Answer any *four* questions from the following

6×4 = 24

- 5. Differentiate between market focused organization and product focused organization. 6
- 6. Discuss the factors influencing design of a product. 6
- 7. Mention the stages in product development process. 6
- 8. Write a note on — Brand Crisis. 6
- 9. What is Customer Based Brand Equity? 6
- 10. How celebrity endorsement help in brand positioning? 6

GROUP-C

11. Answer any **four** questions from the following: 3×4 = 12
- (a) What is brand audit? 3
 - (b) What is co-branding? Cite examples. 3
 - (c) Define product line and product mix. 3
 - (d) What is a Private Brand? Give example. 3
 - (e) What is brand hierarchy? 3
 - (f) What is flanker brand? Give example. 3

5HC

ORGANIZATIONAL DEVELOPMENT

Answer any two questions from the following

12×2 = 24

- 1. Discuss the concept of organizational analysis and organizational diagnosis. Describe the different perspectives of organizational analysis by giving examples. 6+6
- 2. Briefly discuss the classification of organizational development interventions. 12
- 3. How do you construct a questionnaire for the organizational diagnosis? Discuss this with reference to an organization. 12
- 4. What communication channel will prove to be effective for explaining the benefits of the change to working practices? 12

GROUP-B

5. Answer any **four** questions from the following: 6×4 = 24
- (a) What is grid organizational development? 6
 - (b) Explain briefly the different types of change agents. 6
 - (c) Discuss the steps involved in organizational development process. 6
 - (d) Write short notes on 'crisis management'. 6
 - (e) How do you achieve organizational effectiveness? 6
 - (f) What do you mean by grid training? 6

GROUP-C

6. Answer any *four* questions from the following: 3×4 = 12
- (a) What is unfreezing? 3
 - (b) Define structural interventions in OD. 3
 - (c) State a difference between effectiveness and efficiency. 3
 - (d) What is the purpose of team building? 3
 - (e) Differentiate between organizational change and organizational development. 3
 - (f) Who are change agents? 3

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