



'समाजो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

BBA Honours 6th Semester Examination, 2022

DSE3-BBA

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

The question paper contains paper 6FB, 6MB, and 6HB.

The candidates are required to answer any *one* from *three* papers.

Candidates should mention it clearly on the Answer Book.

PAPER-6FB

INVESTMENT BANKING AND FINANCIAL SERVICES

GROUP-A

Answer any *two* questions from the following

$12 \times 2 = 24$

- | | |
|--|-----|
| 1. (a) Enumerate the institutions and regulators operating in the Financial System in India. | 6 |
| (b) Define Investment Banking (IB). How is IB different from commercial banking? | 2+4 |
| 2. (a) Differentiate between 'fixed price issue' and 'book-building process.' | 6 |
| (b) What do you mean by 'underwriter'? Distinguish an 'underwriter' from a 'broker'. | 2+4 |
| 3. (a) Explain in very brief about different types of leasing. | 6 |
| (b) Discuss the various services rendered by a factoring intermediary. | 6 |
| 4. (a) Narrate the role of venture capital in the context of start-up financing. | 6 |
| (b) What are the advantages and limitations of credit rating? | 6 |

GROUP-B

- | | |
|--|-------------------|
| 5. Answer any <i>four</i> questions: | $6 \times 4 = 24$ |
| (a) What are the SEBI guidelines governing merchant bankers in India? | |
| (b) Discuss the responsibilities of lead manager. | |
| (c) Why is 'investor protection' needed and who comes to protect investor? | |

- (d) What is the difference between fixed and floating interest and which one is better?
- (e) Explain the principles of insurance.
- (f) Explain the concept of venture capital in brief.

GROUP-C

6. Answer any ***four*** questions: $3 \times 4 = 12$

- (a) Discuss the functions of depositories services.
- (b) What are the services rendered by investment banks?
- (c) Mention the benefits of leasing.
- (d) Enumerate the features of forfaiting.
- (e) How does life insurance differ from general insurance?
- (f) What are the roles of IRDA in Insurance?

PAPER-6MB

DISTRIBUTION AND RETAIL MANAGEMENT

GROUP-A

Answer any *two* questions from the following

$12 \times 2 = 24$

- 1. What do you mean by merchandising? Explain the objectives of CRM in retail management.
- 2. Discuss the impact of economic and sociological changes on the evolution of retail management.
- 3. What are the factors that are to be considered while setting up a distribution channel in an international market? Explain with proper example.
- 4. (a) Write a short note on importance of Warehousing and Distribution.
(b) Discuss the principles followed in the selection of distribution channel.

GROUP-B

5. Answer any ***four*** questions: $6 \times 4 = 24$

- (a) Personal selling is suitable for the company marketing consumer products with a poor brand loyalty — Discuss.
- (b) Critically evaluate the various methods of sales forecasting to be used for industrial as well as consumer goods.

- (c) What do you mean by primary and secondary distribution channel partners? How are they different from each other?
- (d) What are the advantages and disadvantages of value-based pricing?
- (e) What is store layout? Explain the important types of store layout.
- (f) Explain the importance of sales forecasting in the context of distribution management.

GROUP-C

6. Answer any ***four*** questions: $3 \times 4 = 12$

- (a) What is distribution management?
- (b) Explain types of sales organization.
- (c) Distinguish between distributor and wholesaler.
- (d) Define retail management.
- (e) What is sales forecasting?
- (f) Define Sales Promotion factors.

PAPER-6HB
DISCIPLINE AND GRIEVANCE MANAGEMENT

GROUP-A

Answer any *two* questions from the following

$12 \times 2 = 24$

- 1. Briefly outline the features of grievance procedure and the steps involved in it.
- 2. What are the different legislations enacted by the government of India to deal with the grievance of the employees?
- 3. Discuss the principles to be followed to maintain discipline in work environment.
- 4. Briefly discuss the following methods of punishments:
 - (a) Written Reprimand
 - (b) Dismissal
 - (c) Suspension.

GROUP-B

5. Answer any ***four*** questions: $6 \times 4 = 24$
- (a) Write down the basic elements of grievance redressal.
 - (b) Explain the procedure for taking disciplinary action.

- (c) Explain the stages of discipline action procedure.
- (d) Why should an organisation have a formal grievance procedure?
- (e) Write notes on loss of privileges and withholding increments.
- (f) Write down the role of HRM manager in maintaining discipline.

GROUP-C

6. Answer any ***four*** questions: $3 \times 4 = 12$

- (a) List the factors that are the leading causes behind indiscipline.
- (b) What are the essential pre-requisites of grievance handling procedure?
- (c) State the meaning of dis-satisfaction, complaint and grievance.
- (d) What are the positive aspects of discipline?
- (e) What is exit interview?
- (f) Mention three causes behind grievance.

—————X—————