



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL
BBA Honours 6th Semester Examination, 2022

DSE4-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

12×2 = 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 *four* questions:

6×4 = 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: 3×4 = 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 12×2 = 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: 6×4 = 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: 3×4 = 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 12×2 = 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: 6×4 = 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:

3×4 = 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.

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