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 6FC, 6MC, and 6HC.
The candidates are required to answer any *one* from *three* papers.
Candidates should mention it clearly on the Answer Book.

PAPER-6FC

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

GROUP-A

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

1. (a) Distinguish between investment and speculation. 6+6=12

   (b) Explain the process of identifying efficient portfolios from given set of portfolios selling in the market.

2. Discuss the factors that are analysed to understand the industry fundamentals. Also narrate the role of industry life cycle to make investment or withdraw. 6+6=12

3. What are the different forms of market efficiency? Narrate any two statistical tests used in testing presence market efficiency. 2+10=12

4. How is risk measured in Security Analysis and Portfolio Management? Also narrate the rules of constructing risk free portfolio. 6+6=12

GROUP-B

5. Answer any *four* questions from the following: 6×4 = 24

   (a) How does fundamental analysis differ from technical analysis?

   (b) Discuss the qualitative factors that are to be assessed before investing in a security.

   (c) Write a short note on the tenets of Dow Theory.

   (d) Draw any three chart formations and indicate the trading signals you get from the formation.

(e) Consider the data given below in respect of three securities

Security	Expected Return (%)	SD (%)
X	10	15
Y	8	10
Z	18	30

Correlation coefficient between returns of the securities

$$r_{xy} = -0.4, \qquad r_{yz} = 0.6, \qquad r_{zx} = 0.8$$

You are required to calculate return and standard deviation of following portfolios consisting of equal proportion of two securities in each case.

Portfolio of security X and security Y

Portfolio of security Y and security Z

Portfolio of security Z and security X

(f) The particulars relating four portfolios as well as market rate have been given below

Portfolio	Average Annual Return	Standard Deviation	Beta
P	17%	25%	1.2
Q	24%	18%	2.0
R	12%	10%	0.5
S	16%	14%	1.5
Nifty	14%	12%	1.0

Given the risk-free rate is 10%. You are required to rank these four portfolios using Sharpe's, Treynor's and Jensen's methods.

GROUP-C

6.   Answer any *four* questions from the following: 3×4 = 12

   (a) Define Yield to Maturity. Is it different from coupon rate?

   (b) Differentiate between investment and gambling.

   (c) Explain the concept of support and resistance.

   (d) Define oscillator. Indicate the trading signals it reflects.

   (e) What is meant by P/E ratio? How is it used in investment decisions?

   (f) What are the principles of Bond Pricing Theorem?

PAPER-6MC
INTERNATIONAL MARKETING

GROUP-A

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

1.   A marketer of Cotton Shirts in India is planning to go international. He has hired your services as a consultant.

   (a) What environmental analysis he/she has to undertake to understand the overseas markets?   6

(b) List the principal export documents he has to prepare to export the consignment.   6

2.   In phases one and two of the international planning process (for screening and selection of markets), countries may be dropped from further consideration as potential markets.

Discuss some of the conditions in each phase that may exist in a country that would lead a marketer to exclude a country.

3.   The culture of a country affects the consumer preferences and business practices. Discuss the implications of the cultural variations in different countries for export business.

4.   Write short note: 6+6

(a) Emerging features of MNCs, (b) International Pricing.

GROUP-B

5.   Answer any *four* questions from the following: 6×4 = 24

(a) Write a detailed note on objectives and functioning of International Monetary Fund.

(b) What are various components of international marketing environment, which a manager must continuously monitor? Elaborate.

(c) Critically examine relative advantages and disadvantages of international market entry strategies, with examples.

(d) Discuss about the various steps involved in new product development and launch for international markets, with examples.

(e) What factors influence selection of international distribution channel selection? Explain.

(f) Define the functions performed by various international distribution intermediaries.

GROUP-C

6.   Answer any *four* questions from the following: 3×4 = 12

(a) Define International Marketing.

(b) What are factors to be considered for selection of foreign market?

(c) Explain components of international promotion mix.

(d) Explain about the various benefits to a company for undertaking International Marketing.

(e) Discuss about International Market Coverage strategies.

(f) Define domestic market.

PAPER-6HC

LABOUR WELFARE AND COMPENSATION

GROUP-A

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

1.   Explain the salient features of the legal framework for payment of wages in India.   12

2. (a) Job Evaluation is the ranking of job, not the job holder. Comment on statement.   6+6

   (b) Mention the objectives of job evaluation process.

3.   Explain the relationship between performance management and reward system in an organization.   12

4.   Explain the key elements in a performance management process and discuss why a well-designed performance management system important for both the employees and the organization.   12

GROUP-B

5.   Answer any *four* questions from the following: 6×4 = 24

   (a) Distinguish between incentive and benefits.

   (b) What are called fringe benefits?

   (c) Discuss the procedure involved in the evaluation of jobs.

   (d) Analyse MBO as a modern method of performance appraisal.

   (e) Explain the concept of 360 degree performance appraisal.

   (f) Discuss in brief the various non-financial benefits provided.

GROUP-C

6.   Answer any *four* questions from the following: 3×4 = 12

   (a) What do you mean by check-list method of performance appraisal?

   (b) Differentiate between minimum wage and fair wage.

   (c) Write a brief note on Rowan Premium Plan.

   (d) What is expatriate pay?

   (e) What do you understand by Annual Confidential Report?

   (f) What do understand by retirement benefits?

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