



‘সমানো মন্ত্র: সমিতি: সমানী’

UNIVERSITY OF NORTH BENGAL
BBA Honours 6th Semester Examination, 2023

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

12×2 = 24

1. Distinguish between investment and speculation. Take any five investment avenues and rank them in terms of their level of risks in a list and again rank them in terms of returns in another list. 4+(4+4)
2. What are the different forms of market efficiency? Explain the different forms of market efficiency in terms of the features. Also, explain a test procedure for verifying the presence of weak form market efficiency. 2+5+5
3. “Industry life cycle shows the status of the industry and gives clues as to entry and exit for the investors.”— Elucidate. 12
4. Discuss the role of a stock market. Also, discuss the role of SEBI in the regulation of the functioning of stock exchanges. 5+7

GROUP-B

5. Answer any *four* questions: 6×4 = 24
 - (a) The particulars relating to three portfolios in terms of return and beta are given below: 3+3

Portfolio	Average Annual Return	SD of Return	Beta
X	15%	25%	1.3
Y	12%	14%	0.9
Z	14%	8%	1.1
Market	10%	9%	1

Given, the risk-free rate is 8%. You are required to rank these portfolios using Sharpe’s and Treynor’s Methods.

- (b) A fund manager has constructed a portfolio consisting of the following four securities. 6

Security	Market Value of Investment (₹)	Beta
P Ltd.	8,00,000	1.50
Q Ltd.	6,00,000	1.70
R Ltd.	5,00,000	0.85
S Ltd.	3,00,000	0.72

Given, the risk-free rate is 8% and the return on the market index is 15%, what will be the return on his portfolio?

- (c) Narrate the concepts of mutual fund, balanced fund, and growth fund. 6
- (d) There is a trade-off between risk and return. Explain this statement. 6
- (e) Distinguish between systematic risk and unsystematic risk. 6
- (f) Narrate the tenets of Dow Theory. 6

GROUP-C

6. Answer any **four** questions: 3×4 = 12
- (a) Distinguish between Bonds and Preference Shares. 3
- (b) Why portfolio diversification is need? 3
- (c) Define P/E Ratio. Discuss in brief its relevance in security analysis. 3
- (d) Why are secondary markets important in a country? 3
- (e) Draw any three price-chart formations and indicate the trading message each formation reflects. 3
- (f) Enlist any three methods of determining the intrinsic value of security. 3

PAPER-6MC

INTERNATIONAL MARKETING

GROUP-A

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

1. What is international marketing? Differentiate between domestic and international marketing. 4+8
2. Discuss the methods of pricing available in international marketing. Also, analyse the export costing and pricing process in international marketing. 6+6
3. Discuss the modes of entry available to a marketer for entering the international market. Also, discuss the factors affecting the selection of an entry mode. 8+4
4. Evaluate the advantages and disadvantages of various international branding strategies. 12

GROUP-B

5. Answer any *four* questions: 6×4 = 24
- (a) Discuss the components of the international business environment. 6
 - (b) Write a brief note on International Promotion Mix. 6
 - (c) What is a Multinational Corporation and what are its important features? 6
 - (d) Discuss the functions of WTO. 6
 - (e) Discuss the steps involved in international market selection. 6
 - (f) Give a brief account of international marketing channels. 6

GROUP-C

6. Answer any *four* questions: 3×4 = 12
- (a) What is transfer pricing? 3
 - (b) State three reasons that induce business firms to invest in foreign countries. 3
 - (c) What is EPRG Orientation in International Marketing? 3
 - (d) What organisational structures do the MNCs follow? 3
 - (e) What is market coverage strategy? 3
 - (f) What is grey market? 3

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 the payment of wages in India. 12
- 2. “Performance Appraisal is not merely for appraisal but is for accomplishment and improvement of performance”. Explain. 12
- 3. Briefly explain the various methods of Job Evaluation. Also, state their importance in the organizational context. 8+4
- 4. What is meant by compensation? What are the basic objectives and principles of wage and salary administration? 4+(4+4)

GROUP-B

5. Answer any *four* questions: 6×4 = 24
- (a) Discuss in brief the financial and non-financial benefits provided to the workers. 6

- (b) Mention the objectives of the job evaluation process. 6
- (c) Differentiate between minimum wage and fair wage. 6
- (d) What are the various retirement benefits? Explain. 6
- (e) State the importance of wage differentials. 6
- (f) State the factors influencing the formulation of wages/salaries. 6

GROUP-C

6. Answer any **four** questions: 3×4 = 12
- (a) Differentiate between wages and salaries. 3
 - (b) What do you understand by competency-based pay? 3
 - (c) What is expatriate pay? 3
 - (d) Explain the Differential Piece Rate Plan. 3
 - (e) Define Employee Mentoring. 3
 - (f) What is referred to as fringe benefits? 3

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