



'সমানো মন্ত্র: সমিতি: সমানী'

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

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. Explain the functions of the various components of the Financial System and highlight the role of the financial institutions in the economic growth of the country. 8+4
2. State the role of the various types of intermediaries in the process of an initial public offering. Also, discuss the advantages of the 'book building process'. 7+5
3. What is Factoring? Differentiate between recourse factoring and non-recourse factoring. State the advantages and limitations of factoring. 2+4+6
4. Discuss the benefits of credit rating to the investors and the firm issuing debt instruments. Also, take any one credit rating agency and explain the meanings of the various rating symbols it assigns to the instruments. (4+4)+4

GROUP-B

5. Answer any *four* questions: 6×4 = 24
 - (a) Describe the benefits of securitization. 6
 - (b) Enumerate the concept of preferential allotment relating to a new issue. 6
 - (c) Describe the advantages and disadvantages of a pledged account mortgage. 6
 - (d) Distinguish between a merchant bank and a commercial bank. 6
 - (e) Distinguish between Leasing and Hire Purchase. 6
 - (f) Discuss the functions of IRDA. 6

GROUP-C

6. Answer any **four** questions: 3×4 = 12
- (a) What is investment banking? 3
 - (b) What is 'Green Shoe Option'? 3
 - (c) What do you understand by the term '*minimum subscription*'? 3
 - (d) Define financial lease. 3
 - (e) Define the term 'Forfeiting'. 3
 - (f) State the distinguishing features of venture capital financing. 3

PAPER-6MB

DISTRIBUTION AND RETAIL MANAGEMENT

GROUP-A

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

- 1. What are the main functions of distribution channels? Describe the common distribution channels stating their characteristics. 4+8
- 2. State the reasons for channel conflicts. Discuss in detail methods of resolving channel conflict. 6+6
- 3. Briefly explain the various techniques used for managing inventory in modern retail stores. 12
- 4. Outline the different pricing techniques used in retail merchandising describing their advantages and disadvantages. 12

GROUP-B

5. Answer any **four** questions: 6×4 = 24
- (a) What factors would you consider while selecting a channel of distribution? 6
 - (b) Explain the concept of Multi-Level Marketing (MLM). How does this work? 3+3
 - (c) Discuss different forms of retail stores. 6
 - (d) Discuss the needs and benefits of warehousing. 6
 - (e) Discuss various ways to categories wholesalers. 6
 - (f) Explain different types of store layouts. 6

GROUP-C

6. Answer any **four** questions: 3×4 = 12
- (a) What are the elements of physical distribution? 3
 - (b) What are the advantages of value-based pricing? 3

- (c) Define convenience store. 3
- (d) State the functions of a retailer. 3
- (e) State any two important responsibilities of a store manager. 3
- (f) State any two emerging trends in retailing in India. 3

PAPER-6HB

DISCIPLINE AND GRIEVANCE MANAGEMENT

GROUP-A

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

- 1. Discuss the essential features of a sound grievance procedure. Also, describe the model grievance procedure as announced by the National Commission of Labour. 6+6
- 2. What are the positive aspects of discipline? Explain with examples the types of indiscipline noticed in Indian industries. 6+6
- 3. Discuss the various penalties and punishments awarded to the accused employee in order to maintain discipline in an organization. 12
- 4. Explain the stages of the disciplinary action procedure. Also, write a short note on dismissal and suspension. 6+6

GROUP-B

- 5. Answer any *four* questions from the following: 6×4 = 24
 - (a) Briefly explain the sources of employee grievances. 6
 - (b) Enumerate the factors that act as the major causes behind indiscipline. 6
 - (c) What are the different forms of grievances? 6
 - (d) Discuss the principles to be followed to maintain discipline. 6
 - (e) Explain stages of disciplinary action procedure. 6
 - (f) What are the different types of discipline? 6

GROUP-C

- 6. Answer any *four* questions from the following: 3×4 = 12
 - (a) What is an exit interview? 3
 - (b) What is a written reprimand? 3
 - (c) Explain the Red-Hot Stove Rule in view of employee discipline. 3
 - (d) Discuss the criteria for giving a Charge Sheet. 3
 - (e) Why a firm needs a grievance-handling procedure at the workplace? 3
 - (f) What is called the loss of privileges and withholding increments? 3

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