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-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 massage 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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