



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

BBA Honours 5th Semester Examination, 2022

DSE1/2-BBA

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

Candidates should answer in their own words and adhere to the word limit as practicable.

**The question paper contains paper 5FB, 5MB, and 5HB.
The candidates are required to answer any *one* from *three* papers.
Candidates should mention it clearly on the Answer Book.**

PAPER-5FB

FINANCIAL MARKETS AND INSTITUTIONS

GROUP- A

Answer any *two* question from the following

12×2 = 24

1. What are the components of the financial system? Describe their inter-relation and role in economic development of the country. 3+9
2. Discuss the policies and steps taken by the RBI for controlling the flow of credit in India. 12
3. Discuss the book-building process. Assess the contributions of the merchant banks in the process of management of a public issue of shares. 5+7
4. Discuss the contributions of Venture Financing in promotion of start-ups and entrepreneurship. 12

GROUP- B

5. Answer any *four* questions from the following:

6×4 = 24

- (a) Discuss the functions of capital market. 6
- (b) Discuss the role of Developmental Financial Institutions. 6
- (c) Why does the Government issue Treasury Bills? 6
- (d) Distinguish between leasing and hire purchase. 6
- (e) What are the differences between Primary and Secondary market? 6
- (f) What are the primary functions of Commercial Banks? 6

GROUP- C

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| 6. | Answer any <i>four</i> questions from the following: | 3×4 = 12 |
| (a) | What is Call Money? What is MIBOR? | 2+1 |
| (b) | Enumerate the functions of Merchant Banking. | 3 |
| (c) | State the functions of Factoring Services. | 3 |
| (d) | Write short note on CRISIL. | 3 |
| (e) | Define Non-Performing Assets. | 3 |
| (f) | Write short note on Bank Guarantee. | 3 |

PAPER-5MB

CONSUMER BEHAVIOUR

GROUP- A

Answer any *two* questions from the following

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|----|---|-----------|
| | | 12×2 = 24 |
| 1. | What is cross-cultural consumer analysis? What are some of the main objectives of cross-cultural consumer analysis and why should marketers invest in it? | 4+8 |
| 2. | Explain in detail about social and cultural influences on consumer behavior. | 12 |
| 3. | “Consumer behavior as a field of study examines external influences on consumption decisions”. Discuss. | 12 |
| 4. | Explain the demographic and psychological factors influencing consumer behavior with relevant examples. | 12 |

GROUP- B

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|-----|---|----------|
| 5. | Answer any <i>four</i> questions: | 6×4 = 24 |
| (a) | Write short notes on: | 3+3 |
| | (i) Observational Learning | |
| | (ii) Reference Group. | |
| (b) | Discuss the post-purchase behavior of a consumer. | 6 |
| (c) | Define models of Attitude with proper examples. | 6 |
| (d) | Explain the impact of demographic factors on consumer behavior. | 6 |
| (e) | Write short notes on: | 3+3 |
| | (i) Involvement Theory | |
| | (ii) Customer Satisfaction. | |
| (f) | Discuss the causes of customer dissatisfaction. | 6 |

GROUP- C

6. Answer any **four** questions from the following: 3×4 = 12
- (a) Define Consumer Behaviour.
 - (b) Discuss about 'Family influences in purchase decision'.
 - (c) Which factor affects reference group influence?
 - (d) What do you mean by Attitude?
 - (e) List the types of Personality.
 - (f) What do you mean by Customer Motivation?

PAPER-5HB

HUMAN RESOURCE DEVELOPMENT

GROUP- A

Answer any two questions

- 12×2 = 24
- 1. What do you mean by Human Resource Development? Discuss its needs and importance in the present-day Industrial Scenario. 5+7
 - 2. Critically analyse the role of training in Human Resource Development with the help of examples. 12
 - 3. "Any observable change in behavior is prima facie evidence that learning has taken place." — Discuss. 12
 - 4. Discuss any four methods of performance appraisal. Also, discuss the effectiveness of MBO as a method of performance appraisal. 8+4

GROUP- B

5. Answer any **four** questions: 6×4 = 24
- (a) Define the term Career Planning. State its importance. 6
 - (b) Explain the concept of Social Learning Theory. 6
 - (c) Discuss the various needs for skill enhancement training for the employees in organization. 6
 - (d) Distinguish between training and learning. 6
 - (e) Briefly explain the different steps of determining compensation. 6
 - (f) Distinguish between Classical Condition and Operant Condition Theory. 6

GROUP- C

6. Answer any *four* questions: 3×4 = 12
- (a) What do you mean by ERP Software Application? 3
 - (b) Write a short note on Human Resource Information System. 3
 - (c) Give examples of five On-the-Job Training Methods. 3
 - (d) How does the concept of HRD help in bringing about Organizational Development? 3
 - (e) Define Performance Appraisal. 3
 - (f) Briefly explain the concept of Employee Welfare. 3

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