

Total No. of printed pages = 3

6 SEM BBA R 210

2025

(June)

BUSINESS ADMINISTRATION

Paper : 60210

(Retailing)

Full Marks – 75

Time – Three hours

The figures in the margin indicate full marks
for the questions.

1. Define the following :

1×10=10

- (a) Retailing
- (b) Chain retailer
- (c) Safety stock
- (d) Factory outlet
- (e) SKU
- (f) Merchandise

[Turn over

- (g) Franchisee
- (h) Discount store
- (i) Automatic vending
- (j) Trade License.

2. Write short notes on any *three* : $5 \times 3 = 15$

- (a) Importance of technology in retailing
- (b) Functions of retailers
- (c) Grid and Loop store layout
- (d) Managing perishable goods in retail store
- (e) Wholesalers.

3. Answer any *five* of the following questions : $10 \times 5 = 50$

- (a) Discuss about the recent trends and challenges of retailing in the Indian economy.
10

- (b) "The theory of retail life cycle states that the entire group of retail organisations have a lifespan with four phases"— Explain. 10

- (c) What is a Supermarket ? How is it different from a Departmental store ? Explain.
 $2 + 8 = 10$

- (d) Write a detail note on the various activities undertaken by a retail floor manager. 10

- (e) What do you mean by pilferage ? Write a detail note on the various measures to control pilferage.
 $2 + 8 = 10$

- (f) What do you mean by procurement and purchasing ? Explain in brief various methods of procurement.
 $4 + 6 = 10$

- (g) Discuss about the various legal requirements with respect to employees in a retail unit.
10

- (h) Discuss the procedures to set up a pharmacy and petrol pump.
 $5 + 5 = 10$

Total No. of printed pages = 6

6 SEM BBA TAX 340

2025

(June)

BUSINESS ADMINISTRATION

Paper : 60340

(Taxation)

Full Marks – 75

Time – Three hours

**The figures in the margin indicate full marks
for the questions.**

1. State whether the following statements are “True or False” : 1×10=10
 - (a) Any person on whom proceedings of loss is carried out is an Assessee as per IT Rule.
 - (b) An Indian citizen is always considered as resident and ordinarily resident in India.
 - (c) Employer and employee relationship is not necessary to term any receipt as salary.

[Turn over

(d) Illegal income is not taxed under IT Act.

(e) Previous year and Assessment year can be termed as "Tax year".

(f) Dividend from Indian company is exempted from tax as per IT law.

(g) Salary received by MP or MLA shall be taxable under head "Income from other Source".

(h) Agricultural income from foreign country is taxable for ordinary Resident only.

(i) Index cost is applicable for both short-term and long-term capital assets.

(j) Gross Annual value of all the self-occupied house is taken as nil.

2. Write short notes on any *three* : $5 \times 3 = 15$

(a) Canon of certainty

(b) Person

(c) Recognised Provident Fund (RPF)

(d) Vacancy allowance

(e) Pension.

3. Answer any *five* of the following questions :
 $10 \times 5 = 50$

(a) Explain the rules applicable to determine residential status (Rs) of an individual person.

(b) Mr. Jain employed in private company based in Chennai as a Chief marketing Officer. He furnishes the following :

details for the previous year 2023-24 :

Basic pay Rs. 45,000 p.m.

D.A. Rs. 25,000 p.m.

(Enters into service benefits)

Bonus Rs. 60,000

CCA Rs. 5,000 p.m.

Medical Allowance Rs. 1,200 p.m.

Conveyance Allowance Rs. 3,000 p.m.

Education Allowance Rs. 7,200 p.a.
(For two child)

Hostel Allowance Rs. 6,000 p.a.
(For two child)

Uniform Allowance

Rs. 1,200 p.m.

Lunch Allowance

Rs. 1,500 p.m.

(Actual amount spent Rs. 1,000 p.m.)

Obligations by employee :

LICI Premium

Rs. 5,000

Gas and Water bill

Rs. 3,500

Professional Tax

Rs. 2,500

The Company provides him a car (cc 1.6 ltrs.) and the car is used for both official and personal purposes. All expenses for running the car is met by employer. Contribution by employer toward RPF @15% of salary and interest credited in RPF A/c @12% amounting to Rs. 24,000. Compute his taxable income.

10

- (c) What do you mean by Gross Annual Value (GAV) ? Mention some of the house property incomes which are exempted from tax.

5+5=10

- (d) Mr. Anand Kumar owns a residential house in Tinsukia, which he purchased in the month of April, 2010 for Rs. 25,00,000. He spent Rs. 5,00,000 in the month of August, 2010 for its renovation. He sold this house for Rs. 50,00,000 in the year, December, 2023. He paid brokerage fees @ 2% at the time of sale of building and deposited Rs. 2,50,000 in SBI under Capital Gain Deposit A/c scheme.

Compute his taxable gain for the year 2023-24. [Inflation Index : 2010-11 : 167, 2023-24 : 348]

10

- (e) What do you mean by the term capital assets under Capital Gain ? Explain the term "Transfer" u/s 2(47) of Capital Gain.

5+5=10

- (f) Discuss the provisions and rules of IT Act applicable for following (any two) :

5×2=10

(i) Computation of exempted HRA

(ii) Value of rent free accommodation

(iii) Exempted amount of gratuity for non-government employee

(iv) Motor car as perquisite.

(g) Define "Asset" under Wealth tax. Mention some assessee and property exempted from Wealth tax.

4+6=10

Total No. of printed pages = 3

6 SEM BBA UC 310

2025

(June)

BUSINESS ADMINISTRATION

Paper : 60310

(Understanding the Customers)

Full Marks – 75

Time – Three hours

The figures in the margin indicate full marks for the questions.

1. Write True or False : 1×5=5

(a) Demand for certain services varies with seasons or is irregular.

(b) The behaviour that consumers display during their purchase process is known as consumer behaviour.

(c) Information search comes before decision, but after need identification.

(d) Understanding consumer behaviour is essential for businesses to create products that meet the needs of their target market.

(e) Consumer behaviour relates to both the mental and emotional process of individuals.

2. Write short notes on any *four* of the following :
 $5 \times 4 = 20$

(a) Types of customers

(b) Customer retention

(c) Customer feedback

(d) Effect on customer retention

(e) Objectives of customer service.

3. Answer any *five* questions from the following :
 $10 \times 5 = 50$

(a) Enumerate the five stages of decision making.

(b) What is customer satisfaction ? Explain the various contributing factors towards customer satisfaction.

(c) Discuss the cultural and personal factors that influence consumer buying behaviour.

(d) What do you understand by 'Service failures'? Distinguish between the continuous feedback and periodical feedback.

(e) Discuss the advantages and disadvantages of studying customer behaviour.

(f) Discuss the factors influencing the customer behaviour.

(g) Discuss the characteristics of an ideal after sales service.

Total No. of printed pages = 3

6 SEM BBA HRD 320

2025

(June)

BUSINESS ADMINISTRATION

Paper : 60320

(Human Resource Development)

Full Marks – 75

Time – Three hours

The figures in the margin indicate full marks for the questions.

Answer the following questions : 2×5=10

- (a) Mention two benefits of HRD.**
- (b) What is job Rotation ?**
- (c) What do you mean by “quality of work life”?**
- (d) Mention two qualities of a true leader.**
- (e) Mention any two benefits of Human Resource Planning.**

[Turn over

2. Write short notes on any *three* : $5 \times 3 = 15$

- (a) Benefits of Human Resource Accounting
- (b) Difference between Training and Development
- (c) On the job training
- (d) Leader v/s Manager
- (e) Difference between Job Rotation and Job Enrichment.

3. Answer any *five* of the following questions : $10 \times 5 = 50$

- (a) Discuss the various types of Training programmes prevalent in the Industries of India. 10
- (b) Discuss the Managerial Grid theory of Leadership. 10
- (c) Briefly discuss the steps involved in manpower planning in an industry. 10
- (d) Differentiate between sensitivity training and role playing. How is Role playing useful in Executive development programmes ? $5 + 5 = 10$

(e) What is Delegation of Authority ? Explain how delegation helps employees to be empowered. $5 + 5 = 10$

(f) Write a brief note on Transactional Analysis. 10

(g) What is organisational development ? Discuss the various methods of Organisational development. $3 + 7 = 10$

Total No. of printed pages = 4

6 SEM BBA BF 240

2025

(June)

BUSINESS ADMINISTRATION

Paper : 60240

(Business Finance)

Full Marks – 75

Time – Three hours

The figures in the margin indicate full marks
for the questions.

1. Fill in the blanks/Answer as directed :

1×10=10

- (a) As per Companies Act 2013, companies donot have any right to issue _____ Preference shares in India.
- (b) Cash credit fulfills _____ capital requirement.

[Turn over

- (c) One can use _____ bank account to avail overdraft facility.
- (d) Name two off-balance sheet sources of finance.
- (e) _____ debenture is transferrable like negotiable instrument.
- (f) _____ Preference shareholders have no right to arrear dividend.
- (g) Profit maximization embraces time value of money. (Write True or False)
- (h) Rights issue is an invitation to the new shareholders. (Write True or False)
- (i) _____ is a method of investing in mutual fund wherein investor invests fixed amount of his/her choice at fixed intervals.
- (j) State one difference between Angel investor and Venture capitalists.

2. Write short notes on any five : $3 \times 5 = 15$

- (a) Debenture Vs. Share
- (b) Hybrid Security

- (c) Letter of Credit
- (d) Net Asset Value
- (e) Principles of financial plan
- (f) Marketing of Securities.

Answer the following questions elaborately :

$10 \times 5 = 50$

- 3. Discuss the classification of depository receipt. 10
- 4. Describe the modes of investment in FDI. 10
- 5. (a) Discuss the causes of overcapitalisation. Also explain the various consequences of the same. $5 + 5 = 10$

Or

- (b) Write short notes on : $5 + 5 = 10$
 - (i) Features of Venture Capital financing
 - (ii) Functions of NBFC.

6. (a) Explain the mechanism of factoring. Also describe the types of factoring. 5+5=10

Or

- (b) Explain the Balance sheet concept and Operating cycle concept of working capital. 10

7. (a) Write about the development banks in India. 10

Or

- (b) Explain the scope of Financial management. 10

Total No. of printed pages = 3

6 SEM BBA PM 220

2025

(June)

BUSINESS ADMINISTRATION

Paper : 60220

(Personnel Management)

Full Marks – 75

Time – Three hours

The figures in the margin indicate full marks for the questions.

1. Define the following : 2×5=10
- (a) Job evaluation
 - (b) Bonus issue
 - (c) Recruitment and Selection
 - (d) Team Work
 - (e) Personnel audit.

2. Write short notes on any *three* of the following :
5×3=15

- (a) Nature of Personnel management
- (b) Social security
- (c) Objectives of Manpower planning
- (d) Feedback Mechanism
- (e) Methods of Wage payment.

3. Answer any *five* of the following questions :
10×5=50

- (a) What is Personnel management ? Discuss about the various functions of Personnel management. 2+8=10
- (b) What do you understand by Management development ? Explain about the process of management development. 2+8=10
- (c) What is labour welfare ? Discuss about the benefits of labour welfare. 2+8=10
- (d) What is Counselling ? State its role in improving mental health. 2+8=10

- (e) What is Job analysis ? Discuss about the process of job analysis. 2+8=10
- (f) Write about various leadership styles. Discuss about the importance of leadership in management. 5+5=10
- (g) Define Personnel audit. Briefly discuss the process of personnel audit. 2+8=10

Total No. of printed pages = 3

6 SEM BBA SM 410

2025

(June)

BUSINESS ADMINISTRATION

Paper : 60410

(Sales Management)

Full Marks – 75

Time – Three hours

**The figures in the margin indicate full marks
for the questions.**

1. Write True or False :

1×5=5

- (a) Sales territories are created for the convenience of the customers.**
- (b) A dyad is a one-way communication.**
- (c) The best way to handle customer's objections is to avoid them.**

[Turn over

(d) A sale is never closed till the payment is realised.

(e) Everyone lives by selling something.

2. Explain in brief on any *five* : $2 \times 5 = 10$

(a) Executive Opinion method of forecasting

(b) Routing

(c) Expense Report

(d) Recruitment of Sales People

(e) Straight Commission Plan of Compensation

(f) Salesmanship.

3. Answer any *six* from the following : $10 \times 6 = 60$

(a) Discuss the significance of Sales Management in the growth of a business organization.

(b) What purpose does Sales Territories serve for a business organization ? Explain with suitable example.

(c) Define Sales Closing. Explain at least two methods of sales closing.

(d) Discuss the various techniques of Controlling used by a Sales Manager.

(e) Differentiate between an Initial Sales Training and a Continuous Sales Training Program.

(f) "Money never made a man happy yet, nor will it." — Benjamin Franklin.

In light of this statement explain the various ways of motivating Sales personnel.

(g) Explain the AIDAS theory of selling using suitable example.

(h) Throw light on the emerging trends in Sales Management in the 21st Century.

Total No. of printed pages = 3

6 SEM BBA IR 420

2025

(June)

BUSINESS ADMINISTRATION

Paper : 60420

(Industrial Relations)

Full Marks – 75

Time – Three hours

**The figures in the margin indicate full marks
for the questions.**

1. Define the following : 3×5=15
- (a) Labour Union
 - (b) Arbitration
 - (c) Collective Bargaining
 - (d) Conciliation
 - (e) Industrial Dispute.

[Turn over

Total No. of printed pages = 3

6 SEM BBA IR 420

2025

(June)

BUSINESS ADMINISTRATION

Paper : 60420

(Industrial Relations)

Full Marks – 75

Time – Three hours

The figures in the margin indicate full marks
for the questions.

1. Define the following :

3×5=15

- (a) Labour Union
- (b) Arbitration
- (c) Collective Bargaining
- (d) Conciliation
- (e) Industrial Dispute.

[Turn over

2. Write short notes on any *two* of the following :
5×2=10

- (a) Functions of Trade Unions
- (b) Tools of Industrial Disputes
- (c) Importance of Industrial Relations.

3. Answer any *five* of the following questions :
10×5=50

- (a) Discuss in detail about the growth and characteristics of Indian Labour. 10
- (b) Define Workers' Organization. What are the characteristics of an Indian employer ?
2+8=10
- (c) Define industrial dispute. Elaborate on the different types of industrial disputes.
2+8=10
- (d) Explain bipartite and tripartite negotiation with an appropriate example for each.
5+5=10
- (e) Discuss ILO'S recommendations regarding Labour Management relations. 1

(f) Discuss about the different challenges and problems faced by Trade Unions in Indian industries. 10

(g) Define Strikes. Discuss about the different types of strikes. 2+8=10

Total No. of printed pages = 3

6 SEM BBA IFS 440

2025

(June)

BUSINESS ADMINISTRATION

Paper : 60440

(Indian Financial System)

Full Marks – 75

Time – Three hours

The figures in the margin indicate full marks
for the questions.

1. State whether the following statements are True or False : $1 \times 10 = 10$

- (a) Gold is a financial asset.
- (b) Government Bond is a short-term security.
- (c) Locker Facility is provided by Non - Banking Financial Companies.
- (d) Overdraft and Cash Credit are features of Saving bank account.

[Turn over

(e) In Insurance, risk is certain.

(f) Life insurance is a contingent contract.

(g) Credit risk is risk due to uncertainty in a counter party's ability to meet its obligation.

(h) Mutual funds can underwrite shares of a Public Limited Company.

(i) Development banks are financial agencies that provide medium and long term financial assistance.

(j) The average lease agreement involves three parties.

2. Write short notes on any *three* from the following : $5 \times 3 = 15$

(a) Financial Products and Financial Instruments

(b) Capital Adequacy Norms

(c) Non-Performing Assets

(d) Fire and Marine Insurance

(e) Monetary Policy.

3. Answer any *five* from the following questions $10 \times 5 = 50$

(a) What are the different financial intermediaries that are present in the financial system? Discuss. 10

(b) Define the term 'Banking'. Explain in details about the different types of banks. $2+8=10$

(c) What do you understand by the term 'Insurance'? Explain the principles of Insurance with a suitable example for each principle. $2+8=10$

(d) Explain in brief the roles and functions performed by Reserve Bank of India. 10

(e) Define Development Banks. Explain the factors responsible for the growth of Development Banks. $2+8=10$

(f) Explain the roles and functions of a Merchant Banker. 10

(g) Define Venture Capital. Explain the investment and disinvestment mechanism of Venture Capitalist Firms. $2+8=10$

(h) Define Leasing. What are the elements of Leasing? Explain the different types of Leasing. $2+3+5=10$

Total number of printed pages-3

6 SEM BBA IFS 440

2024

(June)

BUSINESS ADMINISTRATION

Paper : 60440

(Indian Financial System)

Full Marks : 75

Time : Three hours

The figures in the margin indicate full marks for the questions.

State whether the following statements are True or False : $1 \times 10 = 10$

- (a) A promissory note issued by the Government is called Treasury bill.
- (b) LIC is primarily a money market intermediary.
- (c) All those banks which are included in the list of Schedule Second of the Reserve Bank of India are called Scheduled Bank.
- (d) United bank of India is merged under State Bank of India.

Contd.

- (e) With Life Insurance Policy, one can ascertain his/her future losses in terms of money.
- (f) Venture Capital is available for trading concern also.
- (g) The assured must possess an insurable interest in the subject matter of insurance,
- (h) NRI's can invest upto 100% on repatriable basis in Venture Capital Fund.
- (i) Mutual Fund is the small investor's gateway to enter into big companies.
- (j) Development banks are financial agencies that provides on long term financial assistance.

2. Write short notes on **any three** from the following : $5 \times 3 = 15$

- (a) Financial Intermediaries and Financial Institutions
- (b) Liquidity and Profitability in banks
- (c) Reinsurance and its types
- (d) Distinguish between a physical asset and a financial asset

- (e) Different types of bank

3. Answer **any five** from the following :

$10 \times 5 = 50$

- (a) Differentiate between Capital Market and Money Market.
- (b) What is the role of Monetary Policy in a developing economy? What are the limitations of Monetary Policy in developing countries? $6 + 4 = 10$
- (c) Explain the functions which a modern bank performs.
- (d) Discuss the services rendered by a Merchant Banker.
- (e) Explain the scope or classification of Insurance.
- (f) Define Leasing. Explain the advantages and disadvantages of leasing. $2 + 8 = 10$
- (g) Explain the concept of Mutual Funds. What are the different types of mutual funds? $2 + 8 = 10$

Total number of printed pages-7

6 SEM BBA TAX 340

2024

(June)

BUSINESS ADMINISTRATION

Paper : 60340

(Taxation)

Full Marks : 75

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Answer True **or** False : 1×10=10
- (a) Assessee means a person by whom any tax or any other sum of money is payable under the Income Tax Act, 1961.
- (b) All assessee is person but all person may not be an assessee.

Contd.

(c) Overtime allowance is a fully exempt allowance.

(d) Index cost is applicable for only long-term capital assets.

(e) Deduction of Entertainment allowance is applicable only in case of government employees.

(f) Income accrued in China but received in India is an Indian Income.

(g) Any salary received by a partner from a firm shall be taxable under the head 'income from house property'.

(h) Net Annual Value of self-occupied property is always taken as nil.

(i) Person other than individuals, HUF and companies are not liable to pay wealth tax.

(j) Jewellery is a capital asset.

2. Write short notes on the following :

(any three)

5×3=15

(a) Person

(b) Rent-free Accommodation

(c) Gratuity

(d) Deductions under Section 24

(e) Capital Asset

3. Answer the following questions : **(any five)**

10×5=50

(a) Mr. M, a citizen of England, came to India for the first time on 1.4.2016. He left for America on 1.4.2019. He returned to India on 1.4.2021 and went back to England on 31.01.2024. Determine his residential status for the A.Y. 2024-25.

(b) Compute the taxable salary of Mr. Rahul who is a government employee working at Delhi and provides the following particulars for the AY 2024-25 :

Basic Salary	Rs. 50,000 p.m
Dearness Allowance (in terms)	Rs. 5,000 p.m
Entertainment Allowance	Rs. 7,000 p.a
Commission	Rs. 5,000 p.a
Overtime Allowance	Rs. 400 pm
City Compensatory Allowance	Rs. 700 pm
Travelling Allowance (spent on official purpose Rs. 4000)	Rs. 5,000 p.a
Children Education Allowance for three children @ 300 pm for each child	
Children Hostel Allowance for three children @ 400 pm for each child	
He is provided with a laptop costing	Rs. 60,000
Gas, Water and Electricity	Rs. 6,000
Gift (Cash)	Rs. 8,000
HRA allowance	Rs. 6,000 pm
Professional tax paid by him	Rs. 2,400

He is provided with a motor car facility (1800 cc) along with a driver which is used partly for personal and partly for official purpose.

He lives in a rented house and is paying a rent of Rs. 10,000 per month.

(c) Mr. A owns a house property whose Municipal Value, Fair Rent and Standard Rent are Rs. 1,02,000, Rs. 1,14,000 and Rs. 1,08,000 respectively. During the FY 2023-24, one-third of the portion of the house was let out for residential purpose at a monthly rent of Rs. 8,000. The remaining two-third portion was self-occupied by him. Municipal taxes paid @12% of municipal value. Rent could not be realised for 2 months (Rule 4 satisfied). Mr. A took a loan on 1-7-2020 for the construction of the property. The construction was completed on 31-8-2023. The interest on loan paid by him during the year is Rs. 1,20,000 and the pre-construction interest of the property is Rs. 3,30,000. Compute income from house property for the AY-2024-25.

(d) Mr. B sold a residential building at Lucknow for Rs 40,00,000 on 1-11-2023. The building was acquired for Rs. 20,00,000 on 1-11-2014. He paid brokerage @ 2% at the time of sale of the building. He invested Rs. 4,00,000 in purchase of a residential building in March 2024 and deposited Rs 2,00,000 in National Highway Authority of India Capital Gains Bonds in March 2024. Compute his taxable gain.

(Cost Inflation Index : 2014-15 : 240 ;
2023-24 : 348)

(e) Discuss the features of salary in detail. Also, mention a few allowances that are partially exempted. 7+3=10

(f) Explain in detail the rules followed to determine the residential status of an individual. Also, mention the exceptions where the income of previous year is charged in the same year. 6+4=10

(g) What is wealth tax? Explain in detail the assets that are covered under the wealth-tax.

3+7=10

Total number of printed pages-3

6 SEM BBA TB 260

2024

(June)

BUSINESS ADMINISTRATION

Paper : 60260

(Tourism Business)

Full Marks : 75

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Define the following : 1×5=5

(i) Tourist

(ii) Environment

(iii) Traveller

(iv) 'Product' in tourism

(v) Passport

2. Write brief answers : 2×5=10

(i) What is tourism ?

(ii) What is sustainable tourism ?

Contd.

- (iii) What is an all inclusive package ?
- (iv) Mention *any two* negative impacts of tourism industry.
- (v) Mention *two* archaeological sites in NE India.

3. Answer **any five** of the following questions :

10×5=50

- (a) What is tourist experience ? Elaborate the characteristics of tourism products with suitable examples. 2+8=10
- (b) What is mass tourism ? Discuss *any two* types of alternative forms of tourism. 2+8=10
- (c) Discuss the pull factors and force factors in tourism with suitable examples.
- (d) Discuss the economic and social impact of tourism industry.
- (e) What is green tourism ? Illustrate the scope of nature based tourism in North-East India.
- (f) What is cultural tourism ? Give a description of the cultural resources of North-East India.

(g) Give a description of the major national parks and wildlife sanctuaries of NE India.

(h) Why do we need tourism industry in Assam ? Highlight the growth and development of tourism in the state.

4. Short notes on : **(any two)** 5×2=10

- (a) Mass tourism *vs.* Alternative tourism
- (b) Archeological sites in Assam
- (c) Challenges of tourism in NE India
- (d) Role of ITDC

Total number of printed pages-3

6 SEM BBA TAEC 460

2024

(June)

BUSINESS ADMINISTRATION

Paper : 60460

(Travel Agency and Emerging Concepts of T.P.)

Full Marks : 75

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Answer the following short questions :

1×10=10

- (i) What is GIT in four packaging?
- (ii) What is FIT?
- (iii) Name *any two* air ticketing portals.
- (iv) Name the oldest travel agency in India.
- (v) What is MPM in air travel?
- (vi) What is PNR?

Contd.

(vii) What is MICE in tourism ?

(viii) Name *two* world heritage sites in NE India.

(ix) What is VISA ?

(x) What is round trip ?

2. Answer the following questions : **(any five)**
10×5=50

(a) Define the term 'travel agent' ? Discuss the functions of a travel agency.
2+8=10

(b) Illustrate the role and functions of Tour Operators Association of India.

(c) Discuss the role, functions and responsibilities of a tour operator.

(d) Illustrate the procedure and qualities for becoming a tour operator in India.

(e) Write a note on the popular heritage trains in India.

(f) "Accessibility is vital for growth of tourism industry." With reference to the statement justify the role of rail and airways in promoting NE India.

(g) Highlight on the emerging tourist destinations in northeast India.

(h) Illustrate the various management issues related to tourism industry.

(i) What is sustainable development ? Discuss the need for sustainable tourism initiatives in tourist destinations.

3. Write short notes on : **(any three)** 5×3=15

(a) Tourist promotional festivals of NE

(b) Tourist traffic

(c) Issues of tourism in NE India

(d) Seasons and its impact of tourism industry

(e) Write the airport codes of the following :

(i) Delhi NCR

(ii) Ahmedabad

(iii) Kolkata

(iv) Mumbai

(v) Jaipur

Total number of printed pages-3

6 SEM BBA TAEC 460

2024

(June)

BUSINESS ADMINISTRATION

Paper : 60460

(Travel Agency and Emerging Concepts of T.P.)

Full Marks : 75

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Answer the following short questions :
1×10=10

- (i) What is GIT in four packaging?
- (ii) What is FIT?
- (iii) Name *any two* air ticketing portals.
- (iv) Name the oldest travel agency in India.
- (v) What is MPM in air travel?
- (vi) What is PNR?

Contd.

- (vii) What is MICE in tourism?
- (viii) Name *two* world heritage sites in NE India.
- (ix) What is VISA?
- (x) What is round trip?

2. Answer the following questions : **(any five)**
10×5=50

- (a) Define the term 'travel agent'? Discuss the functions of a travel agency.
2+8=10
- (b) Illustrate the role and functions of Tour Operators Association of India.
- (c) Discuss the role, functions and responsibilities of a tour operator.
- (d) Illustrate the procedure and qualities for becoming a tour operator in India.
- (e) Write a note on the popular heritage trains in India.
- (f) "Accessibility is vital for growth of tourism industry." With reference to the statement justify the role of rail and airways in promoting NE India.

- (g) Highlight on the emerging tourist destinations in northeast India.
- (h) Illustrate the various management issues related to tourism industry.
- (i) What is sustainable development? Discuss the need for sustainable tourism initiatives in tourist destinations.

3. Write short notes on : **(any three)** 5×3=15

- (a) Tourist promotional festivals of NE
- (b) Tourist traffic
- (c) Issues of tourism in NE India
- (d) Seasons and its impact of tourism industry
- (e) Write the airport codes of the following :
 - (i) Delhi NCR
 - (ii) Ahmedabad
 - (iii) Kolkata
 - (iv) Mumbai
 - (v) Jaipur

Total No. of printed pages = 3

6 SEM BBA R 210

2023

(June)

BUSINESS ADMINISTRATION

Paper : 60210

(Retailing)

Full Marks – 75

Time – Three hours

The figures in the margin indicate full marks
for the questions.

1. Define the following : 1×10=10
- (a) Bar Code
 - (b) Inventory
 - (c) SKU
 - (d) Pilferage
 - (e) Departmental store
 - (f) Shoplifting

[Turn over

(g) Franchisor

(h) Convenience store

(i) Non-store based retailing

(j) Customer Lounges.

2. Write short notes on any *three* : $5 \times 3 = 15$

(a) Characteristics of retailing

(b) Importance of dress code in retailing

(c) Managing perishable goods in retail store

(d) Automated Billing

(e) Retail Audit.

3. Answer any *five* of the following questions : $10 \times 5 = 50$

(a) Discuss the various problems faced by Indian retailers. 10

(b) Discuss the emerging trends in non-store based retailing. 10

(c) What are the different types of procurement? Explain the advantages of each. $6 + 4 = 10$

(d) What is pilferage? Explain the different methods to control pilferage. $2 + 8 = 10$

(e) Explain the legal requirements of employees of retail industry in India. 10

(f) Discuss the importance of technology in retailing. 10

(g) Discuss the procedures to set up a pharmacy and petrol pump. $5 + 5 = 10$

Total No. of printed pages = 2

6 SEM BBA FAHM 350

2023

(June)

BUSINESS ADMINISTRATION

Paper : 60350

(Functional Areas of Hospital Management)

Full Marks – 75

Pass Marks – 30

Time – Three hours

**The figures in the margin indicate full marks
for the questions.**

1. Answer any *five* questions : 10×5=50
 - (a) What do you mean by Marketing Information System ? Explain the different subsystem of MIS.
 - (b) Explain the factors influencing leadership in the context of Hospital Management.
 - (c) Explain how can the healthcare services in the rural areas of India be improved.

[Turn over

(d) What do you mean by Market segmentation ?
Explain the segmentwise users in healthcare services.

(e) State and explain the steps in the formulations and implementation of strategy.

(f) Discuss the exploring avenues for revenues in healthcare sectors.

(g) Discuss in brief the different dimensions of HRM with focus on healthcare sector.

2. Write short notes on the following : $5 \times 5 = 25$

(a) Break even analysis

(b) Rural healthcare personnel

(c) Community Health centre

(d) Marketing Mix

(e) Doctor-patient relationship.

Total No. of printed pages = 3

6 SEM BBA TMKT 360

2023

(June)

BUSINESS ADMINISTRATION

Paper : 60360

(Tourism Marketing)

Full Marks – 75

Pass Marks – 30

Time – Three hours

The figures in the margin indicate full marks
for the questions.

1. Define the following terms : $1 \times 10 = 10$

(a) Marketing

(b) Travel agent

(c) Group inclusive tour

(d) Demarketing

(e) Modified American Plan

(f) Green tourism

- (g) Explorer
- (h) Potential tourist
- (i) "table d'hôte"?
- (j) Tour brochure.

2. Answer any *five* of the following broad questions : $10 \times 5 = 50$

- (a) What is service marketing? Discuss the features of tourism marketing. $2+8=10$
- (b) Discuss the 4 P's of marketing. Justify the relevance of other three P's of marketing in tourism. $5+5=10$
- (c) Illustrate the complexity of tourism marketing with examples. 10
- (d) With relevant example, discuss the PLC of a tourist product.
- (e) With reference to seasonal aspect of tourism, discuss the types of pricing strategies adopted by tourism firms. 10
- (f) Discuss the types of accommodation and their significance in tourism industry. 10

(g) Illustrate the various aspects of social media in marketing destinations. 10

(h) What is a package tour? What are the factors that affect pricing of a tour package? Explain. $2+8=10$

(i) Discuss the various sales and promotional strategies in tourism industry. 10

3. Write short notes on any *three* of the following : $5 \times 3 = 15$

- (a) Differentiate between goods and service marketing.
- (b) Competitive advantage
- (c) "Word of mouth"
- (d) Ethical issues in tourism
- (e) Push and pull factors in tourism industry.

Total No. of printed pages = 2

6 SEM BBA EBUS 370

2023

(June)

BUSINESS ADMINISTRATION

Paper : 60370

(E-Business)

Full Marks – 75

Pass Marks – 30

Time – Three hours

The figures in the margin indicate full marks
for the questions.

1. Write short notes on any *seven* from the
following : 5×7=35

- (a) m-Commerce
- (b) Logistics
- (c) Network
- (d) Hosting
- (e) TCP/IP
- (f) e-Payments

[Turn over

(g) e-Wallet

(h) Digital privacy.

2. Answer any *four* from the following questions :
10×4=40

(a) Compare and contrast the features of e-commerce and traditional businesses.
2+8=10

(b) Discuss the challenges and security issues in context with network infrastructure.

(c) "Digital shopping portals and apps depend on how successful a transaction has been." Discuss.

(d) "Websites have a purpose or intent that needs to be used effectively". Discuss the features and types of websites.

(e) Elaborate on the concept of UX Strategy and how it can be implemented.

Total No. of printed pages = 3

6 SEM BBA R 210

2023

(June)

BUSINESS ADMINISTRATION

Paper : 60210

(Retailing)

Full Marks – 75

Time – Three hours

The figures in the margin indicate full marks for the questions.

1. Define the following :

1×10=10

(a) Bar Code

(b) Inventory

(c) SKU

(d) Pilferage

(e) Departmental store

(f) Shoplifting

(g) Franchisor

(h) Convenience store

(i) Non-store based retailing

(j) Customer Lounges.

2. Write short notes on any *three* : $5 \times 3 = 15$

(a) Characteristics of retailing

(b) Importance of dress code in retailing

(c) Managing perishable goods in retail store

(d) Automated Billing

(e) Retail Audit.

3. Answer any *five* of the following questions : $10 \times 5 = 50$

(a) Discuss the various problems faced by Indian retailers. 10

(b) Discuss the emerging trends in non-store based retailing. 10

(c) What are the different types of procurement ? Explain the advantages of each. $6 + 4 = 10$

(d) What is pilferage ? Explain the different methods to control pilferage. $2 + 8 = 10$

(e) Explain the legal requirements of employees of retail industry in India. 10

(f) Discuss the importance of technology in retailing. 10

(g) Discuss the procedures to set up a pharmacy and petrol pump. $5 + 5 = 10$

Total No. of printed pages = 3

6 SEM BBA SM 410

2023

(June)

BUSINESS ADMINISTRATION

Paper : 60410

(Sales Management)

Full Marks – 75

Time – Three hours

The figures in the margin indicate full marks
for the questions.

1. Write briefly on any *five* of the following :

2×5=10

(a) Call Report

(b) Market Potential

(c) Any two types of customer's objections

(d) Straight salary plan

(e) Off-the job training

[Turn over

(f) Bottom-up-forecasts method

(g) Follow-up.

2. Explain any *three* of the following : $5 \times 3 = 15$

(a) Training of Sales force

(b) Buying motives

(c) Customer approaching methods

(d) Methods of closing sales

(e) Methods of prospecting.

3. Answer any *five* from the following questions : $10 \times 5 = 50$

(a) Why sales management occupies an important role in success of an organisation ? 10

(b) What is Sales forecasting and what are the various methods of sales forecasting ? $3 + 7 = 10$

(c) "Companies give more importance for training for sales force"- Elaborate the statement. 10

(d) Write sales process and explain the various steps in the sales process. $2 + 8 = 10$

(e) Describe some of the common sales closing approaches. 10

(f) What are the different types of selling ? 10

(g) What is Salesmanship ? What are the basic qualities of Salesman ? $3 + 7 = 10$

Total No. of printed pages = 3

6 SEM BBA PM 220

2023

(June)

BUSINESS ADMINISTRATION

Paper : 60220

(Personnel Management)

Full Marks – 75

Time – Three hours

**The figures in the margin indicate full marks
for the questions.**

1. Define the following : 2×5=10
- (a) Training
 - (b) Incentive
 - (c) Appraisal
 - (d) Bonus
 - (e) Motivation.

[Turn over

2. Explain any *three* of the following briefly :

5×3=15

- (a) Wages
- (b) Group Behaviour
- (c) Communication Process
- (d) Manpower Planning
- (e) Job Evaluation.

3. Answer any *five* from the following questions :

10×5=50

- (a) Discuss elaborately any one of the motivational theories and also explain the importance of motivation. 6+4=10
- (b) Discuss the nature of Personnel Management and describe its objectives. 5+5=10
- (c) Define feedback and elaborately discuss about the feedback mechanism. 2+8=10
- (d) Elaborately discuss about Personnel Audit and its significance and scope in Personnel Management. 5+5=10

(e) Discuss any one Incentive Wage Plan and state its advantages and disadvantages.

5+5=10

(f) Discuss about the importance of Management Development Programmes with the help of appropriate examples. 10

(g) Discuss about the barriers to communication and suggest ways to overcome those.

5+5=10

Total number of printed pages-3

6 SEM BBA TMKT 360

2022

(July)

BUSINESS ADMINISTRATION

Paper : 60360

(Tourism Marketing)

Full Marks : 75

Time : Three hours

***The figures in the margin indicate
full marks for the questions.***

- I. Define the following terms : 1×5=5
- (i) Tourism products
 - (ii) Potential tourist
 - (iii) Tour operator
 - (iv) Marketing
 - (v) Service

Contd.

II. Answer the questions in brief : $2 \times 5 = 10$

1. What is tourism demand ?
2. Tangible *vs.* intangible products.
3. What is 'tourist experience' ?
4. Inbound *vs.* outbound tourism.
5. What is 'point of truth' in tourism ?

III. Answer the following broad questions : (*any five*) $10 \times 5 = 50$

1. Discuss the features of tourism marketing.
2. Discuss the basic functions of travel agencies.
3. Elaborate the 7P's in tourism marketing.
4. Discuss the basic elements of tour packaging.
5. Discuss the PLC of a tourist destination.
6. Explain the challenges of marketing tourism products.

7. Elaborate the role of social media in marketing destinations.
8. Discuss the factors affecting pricing strategies in tourism.
9. Discuss the role of accommodation and other basic facilities in marketing of a tourist destination.

IV. Write short notes : (*any two*) $5 \times 2 = 10$

- (a) Significance of 'word of mouth' in tourism marketing.
 - (b) Role of destination image.
 - (c) "Tourism is a seasonal business."
 - (d) Ethical issues in tourism.
-

Total number of printed pages-3

6 SEM BBA TB 260

2022

(July)

BUSINESS ADMINISTRATION

Paper : 60260

(Tourism Business)

Full Marks : 75

Time : Three hours

**The figures in the margin indicate
full marks for the questions.**

- I. Define the following terms : 1×5=5
- (i) Traveller
 - (ii) Itinerary
 - (iii) Transit tourist
 - (iv) Motels
 - (v) Passport

Contd.

II. Answer the questions in brief : $2 \times 5 = 10$

1. What is sustainable tourism ?
2. What is alternative tourism ?
3. What are resorts ?
4. What is perishability in tourism ?
5. What is Excursionist ?

III. Answer the following questions : **(any five)**
 $10 \times 5 = 50$

1. Discuss the basic components of tourism with examples.
2. Discuss the characteristics of tourism products with examples.
3. Elaborate on the significance of tourism industry.
4. Give a description of the historical development in the tourism industry.
5. Elaborate on the impact of tourism on the environment.
6. Give a description of the major cultural resources of North-East India.

7. Elaborate on the problems and prospects of tourism in Assam.

8. Give a description of the major natural attractions in India.

9. Discuss the factors affecting growth of tourism business in an area.

IV. Write short notes on : **(any two)**

$5 \times 2 = 10$

(i) Architectural heritage in Assam

(ii) Intangible nature of tourism products

(iii) Mass tourism

(iv) Major festivals in North-East India

Total number of printed pages-3

6 SEM BBA HSS 450

2022

(July)

BUSINESS ADMINISTRATION

Paper : 60450

(Hospital Support Services)

Full Marks : 75

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Answer the following very briefly :

2×5=10

- (a) Define hospital services.
- (b) What is waste management in hospital?
- (c) Why do we need to maintain records in hospitals?
- (d) Define a private hospital.

Contd.

(e) What do you mean by laboratory services in a hospital?

2. Elaborate on the following : **(any three)**
5×3=15

(a) Importance of maintaining housekeeping in a hospital.

(b) Liquid waste handling in hospitals.

(c) Services provided by NRHM.

(d) Patient safety issues in a hospital.

(e) Role of nursing staff in hospital management.

3. Answer the following questions in detail :
(any five) 10×5=50

(a) "Success of a hospital depends on the quality of service of the hospital"
Elaborate on the statement.

(b) What are the major materials used by the hospitals? Briefly highlight on the issues of material management in a hospital.
6+4=10

(c) What are the different types of control in a hospital? Discuss about the importance of control in hospital management. 6+4=10

(d) What are the problems associated with hospital record management? Mention about the proper remedial measures to overcome such problems. 5+5=10

(e) Write a detailed note on hospital safety issues. Cite appropriate examples to substantiate your opinion.

(f) How is a private hospital different from a government hospital? Why are private hospital services different from government hospitals? 7+3=10

(g) Make a detailed list of services offered by the hospitals to the patients.

(h) Discuss about the role of the government health care services and employees in the time of COVID 19 pandemic in India.

Total number of printed pages-4

6 SEM BBA IFS 440

2022

(July)

BUSINESS ADMINISTRATION

Paper : 60440

(Indian Financial System)

Full Marks : 75

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. State whether the following statements are True **or** False : 1×10=10
 - (a) The best suited funds for the business people is the Growth Fund.
 - (b) Risk has two components, namely uncertainty and exposure.
 - (c) Loan against the security of immovable property is called mortgage loan.

Contd.

- (d) A Merchant bank is a financial intermediary who helps to transfer capital from those who possess it, to those who need it.
- (e) A NPA basically means an asset which ceases to generate revenue for the banks.
- (f) Companies can raise capital in a primary market only through Right Issue.
- (g) Fidelity Guarantee Insurance is given to employees for losses arising out of fraud or embezzlement.
- (h) Industrial banks are meant for medium term and long term finance for seeds, fertilizers and other inputs.
- (i) Government bonds are short term securities.
- (j) Credit Risk doesn't measure the risk of uncertainty on the counter party's ability to meet its obligation.

2. Write short notes on **any five** of the following: 3×5=15

- (a) Financial Intermediaries
- (b) Non-Performing Assets (NPA)
- (c) NBFC's
- (d) Fire and Marine Insurance
- (e) Regulatory framework of the financial system
- (f) Venture Capital
- (g) Monetary Policy of RBI

3. Answer **any five** from the following : 10×5=50

- (a) Explain the functions of a financial system.
- (b) Describe in detail the instruments of Capital and Money market. 5+5=10
- (c) Explain the functions of commercial banks.
- (d) Define Insurance and also explain the principles of insurance with examples. 2+8=10

(e) Define the term Development Bank. Explain in brief the functions performed by development banks. 2+8=10

(f) Explain the functions of a Merchant banker with suitable examples.

(g) Define Leasing. What are different types/classifications of leasing? 2+8=10

(h) Explain the concept of Mutual Fund. What are different types of mutual fund schemes available in India? 2+8=10

Total number of printed pages-3

6 SEM BBA HMCD 250

2022

(July)

BUSINESS ADMINISTRATION

Paper : 60250

(Hospital Management : Concepts and Development)

Full Marks : 75

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Very briefly answer the following : 2×5=10
 - (a) Define a hospital.
 - (b) Distinguish between the outdoor and indoor patients of a hospital.
 - (c) What is a primary health care centre ?
 - (d) Cite *two* reasons of poor health care system in India.
 - (e) What is MIS in management ?

2. Write short notes on **any five** : (cite proper examples wherever required) $3 \times 5 = 15$

- (a) Ethical dimensions in hospital.
- (b) Role of WHO.
- (c) Use of information technology in hospitals.
- (d) Role of ASHA workers in Indian health care system.
- (e) Major competencies required by a health worker.
- (f) Major problems faced by the female nurses in India.

3. Attempt **any five** from the following :

- (a) "Doctors in modern hospitals are playing the role of a professional manager." Elaborate on the statement. 10
- (b) Discuss about the major human resource management related issues that arise in a hospital. Cite proper examples. 10
- (c) Critically evaluate the 'National Health Policy' of India. 10

(d) Why is quality maintenance important for a hospital ? Discuss about the role of TQM in Hospital Management.

5+5=10

(e) What are principles of Hospital Planning ? Discuss about the importance of planning in a Hospital.

6+4=10

(f) Write a detailed note on the issues of hospital information system. 10

(g) Discuss about the principles to be followed while doing departmentalisation in a hospital. What are problems of departmentalisation in a hospital ?

5+5=10

Total number of printed pages-4

6 SEM BBA FAHM 350

2022

(July)

BUSINESS ADMINISTRATION

Paper : 60350

(Functional Areas of Hospital Management)

Full Marks : 75

Time : Three hours

**The figures in the margin indicate
full marks for the questions.**

1. Answer the following questions as directed :
1×5=5

- (a) _____ population leads to an increase in demand for health services and health personnel. (Fill in the blank)
- (b) _____ seeks to provide effective healthcare to rural population of India. (Fill in the blank)
- (c) WHO, the United Nations Agency that connects nations, partners and people to promote health was founded in the year _____. (Fill in the blank)

Contd.

(d) Supportive services of the hospital includes all except _____.

(Pharmacy services/Laboratory services/
Housekeeping services/Laundry
services) (Fill in the blank)

(e) DGHS stands for _____.

2. Answer the following questions : **(any four)**
5×4=20

(a) "A practitioner without adequate tools is as inefficient as having the tools without the practitioner." Explain the statement.

(b) What are the factors that affects the doctor-patient relationship ?

(c) What is break even analysis ?

(d) Highlight the importance of financial planning in hospital management.

(e) How can the healthcare services in rural areas of India be improved ?

(f) What is strategic marketing in healthcare sector ? Briefly discuss the strategies that will lead to the success of a hospital in this digital era.

(g) Identity the various sources of recruitment and selection processes in the Indian healthcare industry.

3. Answer the following questions : **(any five)**
10×5=50

(a) What are the key elements for the implementation of hospital management system ? Describe the ways to create an efficient and fast delivery healthcare model.
5+5=10

(b) What are the major responsibilities of the managers in hospitals ? Identify the necessary skills required for successful human resources manager in healthcare industry.
6+4=10

(c) With the globalisation and modernisation of health sectors, managers are faced with many challenges. Identify those challenges and highlight the importance of dynamic leadership and management abilities in healthcare sector.
5+5=10

(d) "Interdepartmental communication in a hospital setting is fundamental to the provision of quality patient care." Explain.

- (e) Discuss the seven P's of service marketing mix along with the characteristic features of hospital services.
 - (f) Explain in details the various methods of capital budgeting that are required in hospitals.
 - (g) State the various sources of revenues in hospital sector.
 - (h) Critically review the psychological impacts of COVID-19 pandemic on the healthcare workers.
-

Total number of printed pages-3

6 SEM BBA HMCD 250

2022

(July)

BUSINESS ADMINISTRATION

Paper : 60250

(Hospital Management : Concepts and Development)

Full Marks : 75

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Very briefly answer the following : $2 \times 5 = 10$
 - (a) Define a hospital.
 - (b) Distinguish between the outdoor and indoor patients of a hospital.
 - (c) What is a primary health care centre ?
 - (d) Cite *two* reasons of poor health care system in India.
 - (e) What is MIS in management ?

Contd.

2. Write short notes on **any five** : (cite proper examples wherever required) $3 \times 5 = 15$

- (a) Ethical dimensions in hospital.
- (b) Role of WHO.
- (c) Use of information technology in hospitals.
- (d) Role of ASHA workers in Indian health care system.
- (e) Major competencies required by a health worker.
- (f) Major problems faced by the female nurses in India.

3. Attempt **any five** from the following :

- (a) "Doctors in modern hospitals are playing the role of a professional manager." Elaborate on the statement. 10
- (b) Discuss about the major human resource management related issues that arise in a hospital. Cite proper examples. 10
- (c) Critically evaluate the 'National Health Policy' of India. 10

(d) Why is quality maintenance important for a hospital ? Discuss about the role of TQM in Hospital Management.

$5 + 5 = 10$

(e) What are principles of Hospital Planning ? Discuss about the importance of planning in a Hospital.

$6 + 4 = 10$

(f) Write a detailed note on the issues of hospital information system. 10

(g) Discuss about the principles to be followed while doing departmentalisation in a hospital. What are problems of departmentalisation in a hospital ?

$5 + 5 = 10$

Total number of printed pages-7

6 SEM BBA EBUS 370

2022

(July)

BUSINESS ADMINISTRATION

Paper : 60370

(E-Business)

Full Marks : 75

Time : Three hours

**The figures in the margin indicate
full marks for the questions.**

1. Choose the correct option : $1 \times 10 = 10$

(a) A person selling to another person with the aid of an online intermediary is a _____ transaction :

(i) Business to Business

(ii) Peer to Peer

(iii) Consumer to Consumer

(iv) Online selling

Contd.

(b) In HTTPS, S stands for :

- (i) Secure
- (ii) Server
- (iii) Socket
- (iv) Speed

(c) The World Wide Web (WWW) was invented in the year _____.

- (i) 1994
- (ii) 1989
- (iii) 1992
- (iv) 1990

(d) _____ is used to hide a user's browser history, IP address, geographical location, web activity or devices being used.

- (i) PCI-DSS
- (ii) VPN

(iii) MAN

(iv) TCP/IP

(e) Businesses earn revenue just by promoting and selling another business's product on their site is called :

- (i) Advertising model
- (ii) Sales model
- (iii) Transaction model
- (iv) Affiliate model

(f) The practice of going into a Brick-and-mortar store to touch or feel a product in person before going online to purchase the same product is called :

- (i) Showrooming
- (ii) Merchandising
- (iii) Bundling
- (iv) Call to action

(g) Which is the early form of e-commerce?

(i) SEM

(ii) EDI

(iii) ARPANET

(iv) M-Commerce

(h) Which protocol is used to access remote devices ?

(i) IP

(ii) FTP

(iii) SMTP

(iv) Telnet

(i) In this type of e-business model, customers pay a fixed amount, commonly monthly or quarterly or annually, to get a few types of services. Which e-business model is being referred to here?

(i) Freemium Model

(ii) Subscription Model

(iii) Advertising Model

(iv) BOPIS Model

(j) A website where contents are fixed:

(i) Dynamic website

(ii) Static website

(iii) Blog website

(iv) E-commerce website

2. Write short notes on **any five** of the following :
3×5=15

(a) M-Commerce

(b) Private label dropshipping

(c) BOPIS Model

(d) Electronic Data Interface (EDI)

(e) Distribution channels in e-commerce

(f) Search Engine Marketing (SEM)

(g) E-Business

3. Answer **any five** of the following :

(a) Describe the different pricing strategies in contrast to an e-commerce business.

10

(b) How is an e-commerce business different from a traditional business ? Highlight its advantages and disadvantages.

5+5=10

(c) What is a computer network ? Write about its advantages. Describe the various types of network topologies.

2+3+5=10

(d) What is website hosting ? Describe the various types of website hosting.

2+8=10

(e) What do mean by a payment gateway ? Which are the key stakeholders involved in the payment gateway ? Discuss various payment options available while doing online transactions.

2+3+5=10

(f) Define a network protocol ? Discuss about the different types of protocols used in computer networking.

2+8=10

(g) Describe the different types of Business Models of e-commerce according to parties involved in the transaction.

10

Total number of printed pages-3

6 SEM BBA DMKT 470

2022

(July)

BUSINESS ADMINISTRATION

Paper : 60470

(Digital Marketing)

Full Marks : 75

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. State True **or** False : 1×10=10
 - (a) Metric organises visits as per the number of times a visitor returns to a site.
 - (b) A guest enjoys equal privileges as that of a visitor.
 - (c) Impressions is a measure tool symbolises an advertisement opportunity.
 - (d) Joomla is free open source CMS for web content.

Contd.

- (e) Google AdSense is used to display ads on a web page.
- (f) Ad units are containers you place in your apps to show ads to self.
- (g) Blogger is someone who maintains a blog but doesn't write for it.
- (h) Affiliate marketing refers to advertisements generated from users.
- (i) Contextual targeting helps to increase the efficiency of digital advertisements.
- (j) IVR is an interactive video recording system use in marketing.

2. Write short notes on **any seven** from the following : $5 \times 7 = 35$

- (a) Metrics
- (b) comScore
- (c) Media Buying
- (d) Web Strategy Pyramid
- (e) Advertising Network
- (f) BNI

(g) Targeting

(h) Email as a marketing tool

(i) SMS marketing

3. Answer **any three** from the following questions : $10 \times 3 = 30$

(a) What is digital marketing ? Explain the P-O-E framework with suitable examples. $2 + 8 = 10$

(b) Discuss the significance of content management systems in context with Wordpress, Drupal and Joomla. $2 + 8 = 10$

(c) As a digital marketer for an advertising firm, what would you recommend to the chief manager in context with banner advertising ?

(d) Highlight the security issues faced by a digital marketer in context with malicious applications or cyber-attacks. Recommend a few best practices to prevent such issues. $6 + 4 = 10$

Total number of printed pages-3

6 SEM BBA HSS 450

2022

(July)

BUSINESS ADMINISTRATION

Paper : 60450

(Hospital Support Services)

Full Marks : 75

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Answer the following very briefly :

2×5=10

- (a) Define hospital services.
- (b) What is waste management in hospital?
- (c) Why do we need to maintain records in hospitals?
- (d) Define a private hospital.

Contd.

(e) What do you mean by laboratory services in a hospital?

2. Elaborate on the following : **(any three)**
5×3=15

(a) Importance of maintaining housekeeping in a hospital.

(b) Liquid waste handling in hospitals.

(c) Services provided by NRHM.

(d) Patient safety issues in a hospital.

(e) Role of nursing staff in hospital management.

3. Answer the following questions in detail :
(any five) 10×5=50

(a) "Success of a hospital depends on the quality of service of the hospital"
Elaborate on the statement.

(b) What are the major materials used by the hospitals ? Briefly highlight on the issues of material management in a hospital.
6+4=10

(c) What are the different types of control in a hospital? Discuss about the importance of control in hospital management.
6+4=10

(d) What are the problems associated with hospital record management ? Mention about the proper remedial measures to overcome such problems.
5+5=10

(e) Write a detailed note on hospital safety issues. Cite appropriate examples to substantiate your opinion.

(f) How is a private hospital different from a government hospital ? Why are private hospital services different from government hospitals ?
7+3=10

(g) Make a detailed list of services offered by the hospitals to the patients.

(h) Discuss about the role of the government health care services and employees in the time of COVID 19 pandemic in India.

Total number of printed pages-4

6 SEM BBA IFS 440

2019

(June)

BUSINESS ADMINISTRATION

Paper : 60440

(Indian Financial System)

Full Marks : 75

Pass Marks : 30

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. State whether the following statements are True **or** False : 1×5=5
 - (a) The most liquid financial market is the call money market.
 - (b) The market for new issue is called the secondary market.
 - (c) Money market is a market for dealing with financial assets and securities having a maturity period exceeding one year.

Contd.

(d) 14 major commercial banks with individual deposits exceeding ₹50 crore were nationalised on 19th July, 1968.

(e) RBI came into existence on 1st April, 1934 when the Reserve Bank of India Act, 1934 was passed.

2. Fill in the blanks :

1×5=5

(a) All the scheduled commercial banks are required to maintain a uniform statutory liquid ratio of _____ of their demand and time liabilities.

(b) Any person who is engaged in the business of issue management either by making arrangement regarding selling, buying or subscribing to the securities as manager, consultant, advisor, or rendering corporate advisory services in relation to such issue management is called _____.

(c) Right of repossession is available only to the _____ in case the hire purchaser makes any default in payment of any instalments.

(d) Leasing is an important source of finance for the _____.

(e) _____ market mutual funds invest in highly liquid securities like commercial paper.

3. Discuss the structure and characteristics of the Indian Financial System. 13

Or

Write a detailed note on the regulatory framework of the Indian Financial System.

13

4. Discuss the investment policy of the commercial banks. 13

Or

What is NPA? Why is it said to be dangerous to have NPA in the economy?

13

5. Discuss the organisation structure and main functions of the Reserve Bank of India. 13

Or

What is Development Banking? State the characteristic features of development banks. Why are they needed?

3+5+5=13

6. Explain the basic principles of insurance and briefly state the purposes and needs for insurance. 7+6=13

Or

Write a note on the salient features of fire and marine insurance. 7+6=13

7. What is merchant banking? Discuss the functions performed by merchant bankers. 13

Or

"Leasing is beneficial to both the lessee as well as the lessor" — Examine. 13

Total number of printed pages-3

6 SEM BBA HRD 320

2017

(June)

BUSINESS ADMINISTRATION

Paper : 60320

(Human Resource Development)

Full Marks : 75

Pass Marks : 30

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Answer the following questions :

2x5=10

(a) Mention two benefits of HRD.

(b) What is Job Rotation?

(c) What do you mean by "quality of work life"?

Contd.

- (d) Mention two qualities of a true leader.
- (e) Mention any two benefits of Human Resource Planning.

2. Write short notes on : **(any three)**

3×5=15

- (a) Importance of HRD
- (b) Benefits of Human Resource Accounting
- (c) Difference between training and development
- (d) Contingency theory of leadership
- (e) On the Job Training
- (f) Difference between Job Rotation and Job Enrichment.

Answer the following questions : **(any five)**

- 3. Discuss the various types of training programmes prevalent in the industries of India. 10
- 4. State the objectives and benefits of Human Resource Development. 10

- 5. "HRD is not Personnel Management." Comment and bring out the scope of Human Resource Development and Personnel Management. 10

- 6. Briefly discuss the steps involved in manpower planning in an industry. 10

- 7. Differentiate between sensitivity training and role playing. How is role playing useful in executive development programmes ? 5+5=10

- 8. What is Delegation of Authority ? Explain how delegation helps the employees to be empowered. 5+5=10

- 9. Examine the need for Executive development. Explain any three methods of Executive development. 3+7=10

- 10. Write a brief note on Transactional analysis. 10

Total number of printed pages-4

6 SEM BBA IFS 440

2018

(June)

BUSINESS ADMINISTRATION

Paper : 60440

(Indian Financial System)

Full Marks : 75

Pass Marks : 30

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. State whether the following statements are true **or** false : 1×5
 - (a) The capital market is a market for financial assets which have a long or indefinite maturity.
 - (b) Bonds and Debentures are money market instruments.

Contd.

(c) Financial services does not include all activities involved in transformation of all savings into investments.

(d) Creation of credits is not a function of Commercial Bank.

(e) In India, the RBI regulates the functioning of mutual funds.

2. Fill in the blanks : $1 \times 5 = 5$

(a) In any financial transaction, there should be a creation or transfer of ____.

(b) In hire purchase the ownership remains with the ____ until the last instalment is paid.

(c) Venture capital originated in ____.

(d) An operating lease is also known as ____.

(e) There are two categories of sources of income for a financial service company, namely fee-based and ____.

3. Give an overview of the Indian financial system. 13

Or

Discuss the functions of the Indian financial system. 13

4. What do you mean by Non-performing Assets? What are its causes? What remedial measures would you like to suggest to solve the problem of NPA? 13

Or

Discuss the functions of a modern Commercial Bank. 13

5. Discuss the basic characterisation of insurance. 13

Or

Write a note on different types of life insurance products available in India. 13

6. Discuss in detail the functions of Development Banks in India. 13

Or

Discuss the role and functions of the Reserve Bank of India. 13

7. What do you mean by Lease financing?
What are the different types of lease?
Briefly narrate the essential elements of
Leasing. 13

Or

What do you mean by Venture Capital?
Write a note on the method of venture
financing in India. 13

Total number of printed pages-3

6 SEM BBA UC 310

2018

(June)

BUSINESS ADMINISTRATION

Paper : 60310

(Understanding the Customer)

Full Marks : 75

Pass Marks : 30

Time : Three hours

**The figures in the margin indicate
full marks for the questions.**

1. Write True **or** False of the following
statements: 1×5
- (a) An integral part of understanding
customer is identifying the customer
for the product or service.
 - (b) Psychological needs are not associated
with personal gratification acquired
from purchase of product or service.

(c) Satisfaction of customer is not essential part of feedback and itself is a source of publicity for future product.

(d) A lifestyle is the way in which a person lives and spend his money.

(e) Customer service means all the functions and activities of retailer to satisfy the customer.

2. Write short notes on **any four** of the following: 4×5

(a) Service Failure

(b) Word of mouth

(c) Social Class

(d) Customer's needs and expectation

(e) Role of publicity

(f) Personality and consumer behaviour.

3. Answer **any five** from the following :

10×5

(a) Customer decision-making process is influenced by five types of individual psychological forces. What are these? Explain. 5+5

(b) What is consumer involvement? Explain the different types of consumer involvement with examples. 4+6

(c) Discuss how consumer's buying behaviour is influenced by social and cultural factors. 10

(d) What do you mean by customer service? Enumerate the importance of feedback in improving customer service. 3+7

(e) Give the concept of customer satisfaction. Describe the factors that contribute to satisfaction of customer. 2+8

(f) Write and explain the objectives of feedback. Discuss the different methods of feedback. 4+6

(g) Explain the factors that are responsible for service failure. Suggest remedial measures for retention. 6+4

(h) How does perception influence the consumers' behaviour? Discuss. 10

Total number of printed pages-4

6 SEM BBA HRD 320

2018

(June)

BUSINESS ADMINISTRATION

Paper : 60320

(Human Resource Development)

Full Marks : 75

Pass Marks : 30

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Answer in **one** sentence or **two** : $1 \times 10 = 10$
 - (a) Mention any two objectives of HRD.
 - (b) What is Human Resource Policy ?
 - (c) What is 'off-the-job' training ?
 - (d) Why selection is considered as negative process ?

Contd.

(e) What do you mean by 'Benchmarking'?

(f) What do you mean by induction of an employee?

(g) Mention *any two* major components of 'Emotional Intelligence'.

(h) Mention *any one* benefit of Verbal Communication.

(i) What do you mean by Business Process Outsourcing (BPO)?

(j) Mention *any two* merits of external sources of recruitment.

2. Write short notes on the following : (*any three*)
5×3=15

(a) Internal sources of recruitment

(b) Counselling

(c) TQM

(d) Organisational Development

(e) Potential appraisal.

3. Answer *any five* questions : 10×5=50

(a) What are the steps involved in the successful implementation of HRD?
10

(b) State the objectives of HRD. What are the distinctions between Personnel function and HRD?
5+5=10

(c) What are the principles to be kept in mind while designing a sound employee training programme?
10

(d) Explain the need and importance of executive development. Differentiate between Training and Development.
8+2=10

(e) What is Transactional Analysis? Discuss the benefits and utilities of Transactional Analysis.
2+8=10

(f) Discuss the significance of Human Resource Accounting in today's context.
10

- (g) What do you mean by delegation of authority ? Discuss the importance of it in the context of HRD. 3+7=10

Total number of printed pages-4

6 SEM BBA BF 240

2018

(June)

BUSINESS ADMINISTRATION

Paper : 60240

(Business Finance)

Full Marks : 75

Pass Marks : 30

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. State True **or** False of the following statements : 1×10
 - (a) Corporation finance is a wider term than Business finance.
 - (b) Investment decisions are outside the purview of financial decisions.
 - (c) Over-capitalisation is more dangerous than under-capitalisation.

- (d) Venture capital financing involves a high degree of risk.
- (e) Capital structure is the mix of long-term debt and equity share capital.
- (f) Increase use of debt increases the financial risk of equity share holders.
- (g) Gross working capital refers to the capital invested in the total assets of an enterprise.
- (h) Credit authorisation scheme has been operating since 1965.
- (i) Foreign capital is needed to meet the huge requirements of development projects.
- (j) Portfolio investment is a form of Direct foreign investment.

2. Write short notes on **any five** of the following : $3 \times 5 = 15$

- (a) Equity vs debt
- (b) Foreign Direct Investments (FDI)
- (c) Tandon Committee report

- (d) Marketing of Securities
- (e) Venture Capital
- (f) Objectives of Business Finance.

3. (a) Critically analyse the functions of financial manager in a Large scale Industrial establishment. 10

Or

(b) What are the main sources of finance available to industries for meeting long-term financial requirements ? 10

4. Explain the causes of over-capitalisation and under-capitalisation. $5+5=10$

5. (a) Define Capital Structure. What are the major determinants of capital structure ? $3+7=10$

Or

(b) What is Preference Share ? What are the different types of preference shares ? $3+7=10$

6. (a) What factors would you take into consideration in estimating the working capital needs of a company ?

10

Or

- (b) Discuss the importance of adequate working capital for a manufacturing concern.

10

7. (a) What are the different forms of Foreign Capital in India ? Explain the need of foreign capital for a country like India.

3+7=10

Or

- (b) Explain the important features of Government regulation on public deposits.

3+7=10

Total number of printed pages-4

6 SEM BBA DMKT 470

2018

(June)

BUSINESS ADMINISTRATION

Paper : 60470

(Digital Marketing)

Full Marks : 75

Pass Marks : 30

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. State True **or** False : 1x10=10
- a) Page view does not give us an impression of the page.
- b) An unique visit is tied directly to the interactions per visit.
- c) An Impression measure impact of a display ad.

Contd.

- d) Joomla is the most widely used CMS for building websites.
- e) Google AdSense does not let you choose the ad fonts.
- f) Ad units are containers you place in your apps to show ads to self.
- g) ROS ads target all pages of a website.
- h) Affiliate marketing is an arrangement by which an online retailer pays commission to an internal website for advertisements generated from users.
- i) Mobile ad network publishes ads through mobile apps to target the individual buyer.
- j) Email marketing lets you automate the process of sending messages to your non-subscribers.

2. Write short notes on **any five** from the following : 5×5=25

- a) Metrics
- b) Domain and Hosting

- c) P-O-E framework
- d) Ad Serving
- e) Affiliate Marketing
- f) Behavioural Targeting vs. Contextual Targeting
- g) SMS Marketing.

3. Answer **any four** from the following questions : 4×10=40

- a) Highlight the various forms of digital marketing with suitable examples. 10
- b) Define Content Management. Write a comparative analysis on various content management tools available for building websites. 2+8
- c) As a digital marketer for a firm, how would you develop a website by considering the elements of User Experience. 10

- d) What is Email Marketing? Highlight the issues faced by a digital marketer in context with spam, phishing, vishing, and opt-in emails. 2+8
- e) What are the various media buying models available to a digital marketer? Explain with examples. 10

Total number of printed pages-4

6 SEM BBA E-BUS 370

2018

(June)

BUSINESS ADMINISTRATION

Paper : 60370

(E-Business)

Full Marks : 75

Pass Marks : 30

Time : Three hours

The figures in the margin indicate full marks for the questions.

I. Select the best option/fill up the blanks :
1×10=10

1. In 1961, _____ published a paper on "packet switching" networks.
2. The component of TCP/IP that provides the internet's addressing scheme and is responsible for the actual delivery of packet is _____.

3. The most updated version of HTML is _____.
4. The '.in' TLD is a _____ TLD.
5. _____ is a program that you can run from the DOS prompt in the Windows Operating System in order to check the connection between your client and the server.
6. Broadband is generally considered to be any communication technology allowing streaming audio and video at or above _____.
7. A _____ describes the flow of information at your e-commerce site and the infrastructure that will be used in the system.
8. _____ is called the dimension of e-commerce that enables commerce across national boundaries (interactivity/global reach/richness/ubiquity).
9. Passwords which are difficult to break are called _____ passwords.

10. The _____ business model involves an independently owned vertical digital market place for direct inputs.
(e-distributor/exchange/e-procurement/private industrial network)

II. Explain very briefly **any five** of the following : 3×5=15

1. Web service utility programs.
2. WAN
3. What do you mean by client server architecture?
4. "Electronic Data Interchange is an electronic way of transferring business documents". Comment.
6. What do you mean by electronic markets?
7. IP rights.
8. Electronic wallets.

III. Answer **any five** of the following :

5×10=50

1. What is the difference between E-Commerce and E-Business ?
2. What are the defining characteristics of an E-Business website ? Explain in detail.
3. Elucidate on the different payment mechanisms with respect to E-Business. Figure out some drawbacks of the payment mechanisms.
4. Describe the infrastructure required for E-Commerce.
5. What are the different methods by which security of server are provided ?
6. Write note on the legal, privacy and integrity policies vis-vis an E-Business website.

Total number of printed pages-4

6 SEM BBA HRD 320

2018

(June)

BUSINESS ADMINISTRATION

Paper : 60320

(Human Resource Development)

Full Marks : 75

Pass Marks : 30

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Answer in **one** sentence or **two** : 1×10=10
 - (a) Mention *any two* objectives of HRD.
 - (b) What is Human Resource Policy ?
 - (c) What is 'off-the-job' training ?
 - (d) Why selection is considered as negative process ?

Contd.

(e) What do you mean by 'Benchmarking'?

(f) What do you mean by induction of an employee?

(g) Mention *any two* major components of 'Emotional Intelligence'.

(h) Mention *any one* benefit of Verbal Communication.

(i) What do you mean by Business Process Outsourcing (BPO)?

(j) Mention *any two* merits of external sources of recruitment.

2. Write short notes on the following : (*any three*)
 $5 \times 3 = 15$

(a) Internal sources of recruitment

(b) Counselling

(c) TQM

(d) Organisational Development

(e) Potential appraisal.

3. Answer *any five* questions : $10 \times 5 = 50$

(a) What are the steps involved in the successful implementation of HRD?
10

(b) State the objectives of HRD. What are the distinctions between Personnel function and HRD?
 $5 + 5 = 10$

(c) What are the principles to be kept in mind while designing a sound employee training programme?
10

(d) Explain the need and importance of executive development. Differentiate between Training and Development.
 $8 + 2 = 10$

(e) What is Transactional Analysis? Discuss the benefits and utilities of Transactional Analysis.
 $2 + 8 = 10$

(f) Discuss the significance of Human Resource Accounting in today's context.
10

- (g) What do you mean by delegation of authority ? Discuss the importance of it in the context of HRD. 3+7=10

Total number of printed pages-3

6 SEM BBA S & SM 270

2018

(June)

BUSINESS ADMINISTRATION

Paper : 60270

(Search & Social Marketing)

Full Marks : 75

Pass Marks : 30

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. State True **or** False : 1×10=10
 - (a) The back link can redirect to a page previously visited.
 - (b) SEO affects the online visibility and improves interaction.
 - (c) Search Engines are only engaged in providing organic results.

Contd.

(d) Website optimisation improves user experience.

(e) Instagram is a micro-blogging web platform.

(f) Using right keywords may bring the legitimate users to the website.

(g) Meta Tags are snippets encrypted to secure a page's content.

(h) YouTube's channel art templates provide specific design guidance.

(i) Mobile advertising does not include short message service.

(j) Article marketing is the art of writing content for the sponsor directly.

2. Write short notes on **any seven** (7) from the following :

5×7=35

(a) SEM

(b) Website Navigation

(c) HTML

(d) Online Consumer Behaviour

(e) Micro-blogging

(f) Keyword research

(g) Photo Sharing

(h) Online Reputation.

3. Answer **any three** (3) from the following questions : 3×10

(a) What is Search Console? Discuss the importance of the Google Search Console to manage website performance.

2+8

(b) What is Page Optimisation? Explain the importance of On-Page and Off-Page Optimisation.

2+8

(c) Define Content. Highlight the challenges for marketing a product on a Blog, Vlog, through Email and through an event.

2+8

(d) Explain the strategies available to a marketer to create and run a campaign on Social Media.

2+8

Total number of printed pages-3

6 SEM BBA RTL 210

2018

(June)

BUSINESS ADMINISTRATION

Paper : 60210

(Retailing)

Full Marks : 75

Pass Marks : 30

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Define the following : 10×1=10
- (a) Retailer
 - (b) Combination Stores
 - (c) Catalogue Retailing
 - (d) Department Store
 - (e) Factory Outlet
 - (f) Franchisee

Contd.

- (g) Kiosk
- (h) Logistics
- (i) Vending Machines
- (j) Wholesaler.

2. Write short notes on : **(any three)** $5 \times 3 = 15$

- (a) Perishable and Non-perishable goods
- (b) Retail Audit
- (c) Super Market
- (d) Unorganised Retailing.

3. Answer the following :

- (a) What is Retailing? Discuss the nature and characteristics of Retailing.

$3+7=10$

Or

- (b) Explain the role of Retailing in Indian economy.

10

4. (a) What is Franchising? Briefly explain the advantages and disadvantages of franchising.

$3+7=10$

Or

- (b) Write a note on different types of Non-store based retailing.

10

5. (a) What is a Floor Manager? Explain the role of a floor manager. $3+7=10$

Or

- (b) Discuss the different technologies used in retailing in recent period. 10

6. (a) What is procurement? Briefly discuss the different types of procurement and benefits of each. $3+7=10$

Or

- (b) What is pilferage? Discuss different methods to control pilferage.

$3+7=10$

7. (a) Write a detailed note on the various statutory requirements for pharmacies, restaurants and petrol pumps. 10

Or

- (b) What are the legal requirements required with respect to employees of a retail unit? Explain. 10

Total number of printed pages-3

6 SEM BBA SM 410

2018

(June)

BUSINESS ADMINISTRATION

Paper : 60410

(Sales Management)

Full Marks : 75

Pass Marks : 30

Time : Three hours

**The figures in the margin indicate
full marks for the questions.**

1. Answer the following as directed :

- (a) Mention one of the functions of Sales Management. 1
- (b) Sales forecasting is an estimate of income/profits/sales/for a specified future period. (choose the correct one) 1

Contd.

(c) State *two* points of distinction between advertisement and salesmanship. 2

(d) Give *one* example of bad habits which a salesman must give up. 1

(e) State *two* requisites of a successful sales talk closing. 2

(f) 'Personal selling' and 'Salesmanship' are synonymous terms. (*write true or false*) 1

2. Write short notes on **any three** of the following : $4 \times 3 = 12$

(a) Importance of a good sales presentation

(b) Demonstration

(c) Importance of follow-up

(d) Common objections raised by the buyers

(e) Common duties and responsibilities of a salesman.

3. Answer **any five** from the following :

(a) Discuss, in brief, the different methods of sales forecasting. 11

(b) Explain the essential features of an ideal Compensation scheme of a large manufacturing organisation for its salesforce. 11

(c) What is 'Salesmanship'? Briefly explain the importance of the study of salesmanship. $3+8=11$

(d) What do you mean by 'Buying motives'? Discuss briefly the chief buying motives of customers. $3+8=11$

(e) What is 'The Close'? Explain the difficulties a salesman faces in closing sales. $3+8=11$

(f) What measures would you suggest to make 'Personal selling' as an attractive career? 11

(g) Discuss the factors determining sales territories. 11

Total number of printed pages-3

6 SEM BBA PMGT 220

2018

(June)

BUSINESS ADMINISTRATION

Paper : 60220

(Personnel Management)

Full Marks : 75

Pass Marks : 30

Time : Three hours

The figures in the margin indicate full marks for the questions.

- I. (a) Write 'True' **or** 'False' : 1×5=5
- (i) Human resource management is a narrower concept than Personnel management.
 - (ii) Formal communication is also known as 'grapevine communication'.
 - (iii) A leader is a person who influences the behaviour of others.

Contd.

- (iv) Recruitment is done before selection.
- (v) "Classroom teaching" is one of the methods of on the job training.

(b) Define in **one** sentence :

1×5=5

- (i) Communication
- (ii) Group
- (iii) Motivation
- (iv) Welfare measures
- (v) Bonus.

II. Answer briefly : (**any three**)

5×3=

- (a) Nature of Personnel manager
- (b) Place of Personnel manager
- (c) Nature of motivation
- (d) Personnel audit
- (e) Social security.

III. Answer the following : (**any five**) 10×5=50

- (a) Define Personnel Management. Discuss the challenges faced by a Personnel manager.

(b) Describe the process of Human Resource Planning.

(c) Elucidate on the concept of 'Counselling'.

(d) Discuss the various sources of recruitment available for an organisation.

(e) Describe the process of selection that takes place in an organisation to select a candidate for a new job.

(f) Discuss the various barriers of communication and suggest ways to overcome those.

(g) Describe about feedback mechanism along with its necessity and its impact.