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UNIVERSITY OF NORTH BENGAL  
BBA Honours 4th Semester Examination, 2022

GE4-BBA (404)

GOODS & SERVICES TAX AND CUSTOMS DUTY

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.  
All symbols are of usual significance.*

GROUP-A

Answer any two questions from the following

12×2 = 24

1. (a) What are the benefits of GST for Government, Customers and Trade and Industry? 6
- (b) Discuss the GST Network and the function of GSTN portal. 6
2. (a) What is the meaning of the term "Registration" under GST? State the provision who are exempted from registration under GST Act. 6
- (b) XYZ Ltd Pune makes the following supplies during the year 2021: 4+2
- i. Supply of Taxable Goods ₹5,00,000
- ii. Supply of Exempted Goods ₹2,00,000
- iii. Inter-state of Supply Goods ₹3,00,000
- iv. Exports Goods ₹5,00,000
- v. Outward supply under reverse charges ₹4,00,000
- vi. Inward supply under reverse charges ₹5,00,000

Calculate the Aggregate Turnover for the year 2021. Is the company liable to register under section 22 of the GST Act 2017?

3. (a) What do you mean by input tax credit? What are the conditions for availing ITC? 6
- (b) Determine the ITC admissible to Kamal Limited in respect of the following items procured by the month of September 2021: 6

Inward Supply	GST IN ₹
i. Input used for the manufacture of the final product	63,000
ii. Goods used for providing services during warranty period	9,000
iii. Goods supplied for captive consumption in the factory	19,600
iv. Inputs used in trial run	7,200
v. Good destroyed due to natural calamity	6,000
vi. Packing material used in a factory	4,000

4. (a) How it is decided whether CGST and IGST will be levied? Who shall be liable to pay GST? 4+2

(b) Pradhan Bros. Delhi has issued the following invoices: 6

i. Padmavati Stores, Delhi	₹1,00,000
ii. Oswal Bros., Mumbai	₹2,00,000
iii. BIBA Fashions, Kolkata	₹3,00,000
iv. VIKU Stores, Chandigarh	₹5,00,000

Tax rate were 9% CGST, 9% SGST and 18% IGST. Calculate tax liability of Pradhan Bros. if no ITC is available.

### GROUP-B

5. Answer any *four* questions: 6×4 = 24

(a) Explain with examples "Composite Supply" and "Mixed Supply" under GST. 6

(b) Explain the Export Procedure. 6

(c) What is "Anti-dumping Duty"? Discuss the importance regarding anti-dumping duty. 2+4

(d) The Assessable value of Goods imported by Mr. Sugam from USA is ₹2,00,000. The Goods attract the following duties of Customs: 6

The Basic Custom duty is @ 10%; IGST is payable @ 12%; GST Compensation Cess is 15%; Social Welfare Surcharge (SWS) @ 10%.

You are required to calculate total Custom Duty, IGST and GST Compensation Cess.

(e) What do you mean by the term "Exemption"? Explain its salient features. 2+4

(f) What is the significance of tax invoice under GST system? 6

### GROUP-C

6. Answer any *four* questions: 3×4 = 12

(a) Write a short note on Debit Note under Section 34. 3

(b) Write a short note on Inter-State Supply. 3

(c) Distinguish between Absolute Exemption and Conditional Exemption. 3

(d) Name any three services wherein no GST is payable. 3

(e) What do you mean by Transshipment of goods? 3

(f) What do you mean by F.O.B and C.I.F? 3

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**UNIVERSITY OF NORTH BENGAL**  
BBA Honours 4th Semester Examination, 2022

**CC9-BBA (402)**  
**MARKETING MANAGEMENT**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**GROUP-A**

Answer any *two* questions from the following

12×2 = 24

1. Define marketing. How did different concepts of marketing evolve? Discuss the scope of marketing in modern business enterprise.
2. What is a product? Classify the products as per the theory of marketing. Discuss the different strategies adopted at the different phases of PLC.
3. What is promotion mix? Is there any relationship between product mix and promotion mix? Briefly describe.
4. What is service marketing? How could you differentiate product marketing from service marketing? Discuss the strategies the marketers apply in service marketing.

**GROUP-B**

5. Answer any *four* questions:

6×4 = 24

- (a) Discuss the different cost-based and demand-based methods of pricing.
- (b) Explain the inter-relationship between segmentation, targeting and positioning.
- (c) Discuss the factors influencing choice of distribution channel.
- (d) State the stages of product development process.
- (e) What is branding? What are the advantages of branding?
- (f) Narrate the stages of consumer purchase decision-making.

**GROUP-C**

6. Answer any *four* questions:

3×4 = 12

- (a) What is product line? Give example.
- (b) What is retailing?
- (c) What is holistic marketing?
- (d) What do you mean by green marketing?
- (e) Define focus and niche.
- (f) What are the functions of packaging?

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**UNIVERSITY OF NORTH BENGAL**

BBA Honours 4th Semester Examination, 2022

**FOR LIBRARY USE****CC10-BBA (403)****PRODUCTION MANAGEMENT**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.***GROUP-A**Answer any *two* questions from the following

12×2 = 24

1. Giving appropriate examples briefly explain the nature and characteristics of line production, batch production and job production.
2. Define the term plant layout. What are the objectives of plant layout? Explain the various types of plant layout.
3. List and explain all the factors that affect the location of a plant. Further explain the factors which could affect the locational decision to set up a refinery unit in West Bengal.
4. State the importance of material management for the company. Also state the importance of warehousing for the organization.

**GROUP-B**5. Answer any *four* questions:

6×4 = 24

- (a) Write a note on Methods of Quality Control.
- (b) Define ABC analysis with an example.
- (c) What is the significance of planning and routing in production management?
- (d) Explain the procedure of production planning and control.
- (e) State and explain the different inventory control techniques.
- (f) What are the techniques of work measurement?

**GROUP-C**6. Answer any *four* questions:

3×4 = 12

- (a) Enumerate the factors affecting the selection of a plant layout.
- (b) “First plan your work, then work your plan.” Comment upon this statement with regard to production planning and control.
- (c) Write short note on operating decision.
- (d) Define scheduling. Mention any two methods of scheduling.
- (e) What is fixed position layout?
- (f) What is the difference between centralized and decentralized store?

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**UNIVERSITY OF NORTH BENGAL**  
BBA Honours 4th Semester Examination, 2022

**FOR LIBRARY USE**

**SEC2-BBA (405)**

**E-COMMERCE**

Full Marks: 60

Time Allotted: 2 Hours

*The figures in the margin indicate full marks.*

**GROUP-A**

12×2 = 24

Answer any *two* questions from the following

1. Discuss the various features of e-commerce. Explain the B2B and B2C business models of e-commerce.
2. What are the vulnerabilities in the e-commerce environment? Explain the major solutions to security issues in e-commerce.
3. Discuss the various methods of e-payments along with their advantages and disadvantages.
4. Explain the key components of e-commerce business models in brief. Explain the various elements required to implement e-commerce strategies.

**GROUP-B**

6×4 = 24

5. Answer any *four* questions:

- (a) Differentiate between e-commerce and e-business.
- (b) Discuss the features of financial online services.
- (c) Enumerate the steps to be taken to protect business networks.
- (d) State the acknowledgment of electronic records according to IT Act, 2000.
- (e) What are the merits and demerits of transacting online?
- (f) Write a brief report on how companies are using Instagram and Facebook as social e-commerce platforms.

**GROUP-C**

3×4 = 12

6. Answer any *four* questions:

- (a) Define computer networks according to IT Act, 2000.
- (b) Mention three benefits of electronic fund transfer.
- (c) What is a virtual mall?
- (d) What is a public key?
- (e) Write three elements of the worldwide web.
- (f) What are the benefits of mobile banking?

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UNIVERSITY OF NORTH BENGAL  
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## CC8-BBA (401)

## HUMAN RESOURCE MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

## GROUP-A

Answer any *two* questions from the following

12×2 = 24

1. 'HRM policies and principles contribute to the effectiveness, continuity and stability of the organization.' — Discuss the statement in the light of the objectives and functions of HRM. 12
2. Explain Human Resource Planning. Discuss the factors that need to be considered at the time of forecasting the manpower needs of an organization. 2+10
3. What are the essential skills for HR manager? How is HRM different from personnel management? 6+6
4. Explain the different methods of training. Suggest a suitable training method for salesmen of a company producing heavy electrical equipment. 6+6

## GROUP-B

6×4 = 24

5. Answer any *four* questions:
  - (a) Narrate the purpose and importance of performance appraisal in an organization.
  - (b) What are the various methods of on-the-job training?
  - (c) What is the significance of human resource management?
  - (d) Write a short note on 'social security benefits'.
  - (e) Distinguish between job description and job specification.
  - (f) Write a short note on trade unions and industrial relations.

## GROUP-C

3×4 = 12

6. Answer any *four* questions:
  - (a) What is the purpose of job analysis?
  - (b) What do you mean by graphic rating scales?
  - (c) Write short note on on-the-job training methods.
  - (d) What do you mean by job enrichment?
  - (e) Define collective bargaining.
  - (f) Enumerate three causes behind poor industrial relations.

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GE4-BBA (404)

**GOODS AND SERVICES TAX AND CUSTOMS DUTY**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**GROUP-A**

Answer any *two* questions from the following

12×2 = 24

1. Discuss the salient features of GST. Also, discuss the advantages and limitations of GST. 12×2 = 24
2. What is zero-rated supply and export of goods and services? What is the eligibility for input tax credit or refund on zero-rated supplies? 4+4+4  
Discuss the role and function of the GST Council.
3. What is composite supply? How would tax liability be determined in such cases? 2+5+5  
What are the benefits of registration under the GST Law?
4. What do you mean by Custom Duty? Discuss the main features and the importance of Custom Duty in India. 2+5+5

**GROUP-B**

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

6×4 = 24

- (a) An importer has imported raw materials from America at a cost of \$50,000. Other details are as follows: 6

Goods were packed for which packing charges were charged \$5,000.

Insurance charges \$250

Sea freight charges \$4,000

Importer paid commission to broker in America \$500.

The rate of exchange \$1 is equal to ₹80

Custom duty @10%

Integrated charge u/s 3(7) of Customs Tariff Act, 1975 @12%

Find the customs duty payable. Ignore compensation cess under GST.

- (b) M/S ABC Ltd. purchased goods ₹2,00,000 locally. He sold locally for ₹3,50,000. He paid legal fees of ₹8,000, Storage cost ₹15,000, Transportation cost ₹10,000, Wages ₹15,000, Other manufacturing expenses ₹16,000. He purchased Furniture for his office for ₹22,000. If CGST is 6% and SGST is 6%, Calculate net GST payable. 6
- (c) What are the documents and forms required to claim Input Tax credit? 6
- (d) What is an E-Way Bill? What is the importance of the E-Way Bill? 2+4
- (e) Explain the advantages of taking registration for GST. 6
- (f) Can the Anti-Dumping duty exceed the 'Margin of Dumping'? How it is Calculated? 3+3

### GROUP-C

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

- (a) What is Social Welfare Surcharge on imported Goods?  $3 \times 4 = 12$
- (b) Explain the terms F.O.B. and F.A.S. 3
- (c) What will be the effective date of registration?  $1\frac{1}{2} + 1\frac{1}{2}$
- (d) What is Input tax Credit? 3
- (e) What is aggregate turnover? 3
- (f) Define Debit Notes and Credit Notes.  $1\frac{1}{2} + 1\frac{1}{2}$

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**UNIVERSITY OF NORTH BENGAL**

BBA Honours 4th Semester Examination, 2023

**CC10-BBA (403)**

**PRODUCTION MANAGEMENT**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**GROUP-A**

Answer any *two* questions from the following

12×2 = 24

1. Enumerate the objectives of production management. Also narrate the scope of production and operations management. 5+7
2. Discuss the different factors to be kept in mind while choosing a location for a plant. 12
3. Describe the objectives of production planning and control. Narrate the factors affecting production control. 6+6
4. (a) Discuss the selective Inventory control techniques with special reference to ABC analysis. 7+5  
(b) Briefly state the principles of material handling.

**GROUP-B**

5. Answer any *four* questions from the following: 6×4 = 24
  - (a) Narrate the characteristics of line production and point out its advantages and limitations. 6
  - (b) Monthly demand for a component is 1000 units. Setting-up cost per batch is ₹120. Cost of manufacture per unit is ₹20. Rate of interest may be considered at 10% p.a. Calculate the Economic Batch Quantity. 6
  - (c) Narrate the features of line production, batch production and job production with suitable examples. 6
  - (d) Differentiate between centralized and decentralized store. 6
  - (e) Discuss the factors affecting product design and product policy. 6

(f) Six jobs are to be processed on two machines, Machine 1 and Machine 2. Each job is to be processed on the Machine 1 first and following this, the same will be moved to Machine 2 for processing. Following table gives the list of the jobs and processing time required on each machine. Using Johnson's Algorithm schedule the jobs to minimize the processing time.

Job	Processing Time	
	Machine 1	Machine 2
A	5	4
B	2	3
C	13	14
D	10	1
E	8	9
F	12	11

### GROUP-C

6. Answer any *four* questions:

3×4 = 12

- Enumerate the methods of work measurement.
- What should be the layout in a ship building factory?
- Enumerate the objectives of total productive maintenance.
- What are the five Ps of production management?
- Explain the purpose of VED Analysis.
- Define and explain the importance of value engineering.

3

3

3

3

3

3

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CC9-BBA (402)  
MARKETING MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

GROUP-A

Answer any *two* questions from the following

12×2 = 24

1. Discuss the significance of promotion mix in marketing. Explain the characteristics of any four elements of the promotion mix and contrast them. 4+8
2. Discuss the key psychological and personal factors influencing consumer buying behaviour. 12
3. Explain the different levels of distribution channels. What factors influence the selection of the distribution channel? 4+8
4. How segmentation and targeting are interrelated with each other? Explain the process of positioning a product in the market. 6+6

GROUP-B

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

6×4 = 24

- (a) Discuss the cost-based and demand-based methods of price determination. 6
- (b) Define service marketing. How can you differentiate product marketing from service marketing? 6
- (c) Explain different tools of sales promotion used by marketers. 6
- (d) What are the criteria for choosing brand elements to build brand equity? 6
- (e) Explain how the choice of marketing mix depends on the PLC. 6
- (f) Define branding. What are its advantages? 2+4

GROUP-C

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

3×4 = 12

- (a) Distinguish between marketing and selling. 3
- (b) Distinguish between advertisement and publicity. 3
- (c) What is a product line? 3
- (d) Write three characteristics of service. 3
- (e) Explain the 7Ps of marketing. 3
- (f) Explain bundle pricing. 3

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সম্মান গর্ব: সফলতা: সমাধি

**UNIVERSITY OF NORTH BENGAL**  
BBA Honours 4th Semester Examination, 2023

**CC8-BBA (401)****HUMAN RESOURCE MANAGEMENT**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.***GROUP-A**Answer any *two* questions from the following

12×2 = 24

1. Define Human Resource Development. Differentiate between HRM and HRD. Explain how Human Resource Management (HRM) supports the improvement of work-life balance. 2+4+6
2. Explain the term 'training' and 'development'. Specify the limitations of off-the-job training. Write a note on vestibule training. 4+4+4
3. Define the term 'Collective Bargaining'. Bring out the essentials of an effective collective bargaining process. In this context, describe the role of the trade union. 3+5+4
4. What are the components of compensation? Indicate the steps to be followed in designing the salary structure. 5+7

**GROUP-B**5. Answer any *four* questions from the following:

6×4 = 24

- (a) Discuss the steps involved in a scientific selection process. 6
- (b) Define Job Specification. How is it different from the Job Description? 6
- (c) Suggest measures for promoting industrial harmony in India. 6
- (d) Distinguish between recruitment and selection. 6
- (e) What are the functions of trade unions? 6
- (f) What do you mean by 'Career Planning'? In this context, describe the role of the career anchors. 6

**GROUP-C**6. Answer any *four* questions from the following:

3×4 = 12

- (a) Define Human Resource Planning. 3
- (b) Define job enrichment. 3
- (c) Give three examples of social security benefits. 3
- (d) Mention the different sources of recruitment. 3
- (e) Discuss the purpose behind introducing the Employees' Stock Option Plan. 3
- (f) What is 360-degree performance appraisal? 3





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BBA Honours 4th Semester Examination, 2023

SEC2-BBA (405)

E-COMMERCE

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any *two* questions from the following

12×2 = 24

1. Enumerate the advantages and disadvantages of online trading. Explain the various elements of the B2B business model. 6+6
2. Discuss the security requirements for Internet and E-commerce applications. How these security requirements are fulfilled by various hardware and software systems? 12
3. Explain the orientation and standardization required for e-payment businesses. 12
4. Explain the provisions under section 4, 5, 6 and 7 of IT Act, 2000 regarding electronic governance. 2+10

GROUP-B

5. Answer any *four* questions:

6×4 = 24

- (a) State a few disadvantages of online money transactions. 6
- (b) Differentiate between outsourcing and in-house development of a website. 6
- (c) Explain in brief, what are digital signature certificates? 6
- (d) State the vulnerabilities in an e-commerce environment. 6
- (e) State the various benefits of e-tailing. 6
- (f) Discuss the prospects of e-commerce applications in different industries. 6

GROUP-C

6. Answer any *four* questions:

3×4 = 12

- (a) What is the prime function of a payment gateway? 3
- (b) Define computer network according to IT Act, 2000. 3
- (c) Describe the concept of e-commerce security. 3
- (d) Define 'data' according to IT Act, 2000. 3
- (e) Give three examples of UPI-based payment apps for mobile. 3
- (f) Which e-commerce platform will you prefer for shopping— Amazon, or Flipkart? Explain. 3

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## SEC2-BBA (405)

## E-COMMERCE

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

## GROUP-A

Answer any *two* questions from the following

12×2 = 24

1. Discuss the various methods of e-payment systems along with their advantages and disadvantages. 12
2. Discuss the security requirements for Internet and E-Commerce applications. How these security requirements are fulfilled by various hardware and software systems? 12
3. What is public key encryption? How is it different from private key encryption? Why is it important in E-Commerce? 2+5+5
4. Elaborate existing E-Business environment in India. Enumerate the factors that force corporate houses to adopt e-commerce. 6+6

## GROUP-B

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

6×4 = 24

- (a) Why is orientation and standardization required for e-payment businesses? 6
- (b) What is Firewall? State the function of the Firewall in e-commerce. 6
- (c) What type of electronic payment systems are required in E-Commerce? 6
- (d) What are the various threats that are prevailing in the e-commerce industry? 6
- (e) What are the components of Electronic Data Interchange? 6
- (f) Write a note on the use of Instagram and Facebook as social e-commerce platforms. 6

## GROUP-C

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

3×4 = 12

- (a) Define 'computer networks' according to the IT Act. of 2000. 3
- (b) What do you mean by Data Encryption Standard? 3
- (c) What do you understand by Electronic Funds Transfer? 3
- (d) Write three elements of the World Wide Web. 3
- (e) Give three examples of UPI based Payment Apps for mobile. 3
- (f) What do you mean by asymmetric encryption? 3

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UNIVERSITY OF NORTH BENGAL

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## GE4-BBA (404)

## GOODS AND SERVICES TAX AND CUSTOMS DUTY

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

## GROUP-A

Answer any *two* questions

12×2 = 24

1. (a) Discuss the salient features of GST. 6+6
- (b) Discuss the advantages of Dual GST.
2. (a) What are the provisions related to the Levy and Collection of Tax under GST Act? 6+6
- (b) What are the benefits of registration under the GST laws?
3. Explain how GST is a destination-based tax and explain the concept of ‘supply’ under GST. 12
4. Discuss three factors that broadly determine the liability towards the custom duty. 5+7
- Distinguish between pilfered goods and lost/destroyed goods.

## GROUP-B

5. Answer any *four* questions: 6×4 = 24

- (a) Arjun & Co. of Siliguri is in the business of supplying readymade garments @12% GST in Sikkim and the states of Assam, Bihar, Jammu & Kashmir and Orissa. State the type of GST (CGST, SGST / UTGST and IGST) applicable for Arjun and Co. 6
- (b) What is voluntary registration in GST? When is it required? 6
- (c) C Limited purchased goods worth ₹1,00,000 within the state and sold goods worth ₹2,00,000 within the state. Additional information are as follows: 6

Wages ₹15,000, Transportation expenses ₹8,000, Storage Expenses ₹7,000, Other Expenses ₹10,000. Furniture purchased for Office use ₹25,000. Assume the rate of CGST to be 14% and SGST 14%. Compute net GST payable.

UG/CBCS/BBA/Hons./4th Sem./BBAGE4/2024

- (d) Differentiate between Composite and Mixed Supplies of goods under GST. 6
- (e) Discuss in brief the statutory provisions regarding Baggage as being incorporated in the Customs Act. 6
- (f) What is Reverse Charge Mechanism (RCM)? Mention a few notified goods and services where RCM is applicable. 6

### GROUP-C

6. Answer any *four* questions:

3×4 = 12

- (a) What do you mean by Principal Supply? 3
- (b) Define 'Ad-Valorem Duty' and 'Specific Duty'. 3
- (c) Explain the term Input Tax Credit. 3
- (d) What is Anti-Dumping Duty? 3
- (e) Explain the concept of safeguard duty of the Customs Tariff Act. 3
- (f) Differentiate between Tax Invoice and Bill of Supply. 3

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**UNIVERSITY OF NORTH BENGAL**

BBA Honours 4th Semester Examination, 2024

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**CC8-BBA (401)**

**HUMAN RESOURCE MANAGEMENT**

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.*

**GROUP-A**

Answer any *two* questions from the following

12×2 = 24

1. What do you mean by career planning and development? Elaborate the stages of the career life cycle. 4+8
2. Define Human Resource Management. Discuss various issues and challenges of HRM in India with examples. 3+9
3. What are industrial disputes? Explain the causes of industrial disputes and the ways of resolving them. 2+(5+5)
4. Differentiate between traditional and modern methods of performance appraisal. In this context evaluate the role of MBO as a methodology of performance appraisal. 6+6

**GROUP-B**

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

6×4 = 24

- (a) Discuss on-the-job and off-the-job training methods stating their pros and cons. 6
- (b) What is compensation management? What are the steps of employee compensation? 2+4
- (c) What do you understand by the selection process? Discuss various steps involved in it. 2+4
- (d) Describe the benefits of Performance Appraisal. 6
- (e) What do you mean by “Discipline”? State its major characteristics and objectives. 2+4
- (f) Explain the advantages of “Collective Bargaining”. 6

**GROUP-C**

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

3×4 = 12

- (a) Distinguish between recruitment and selection. 3
- (b) Discuss the important conditions for successful collective bargaining. 3
- (c) What do you understand by fringe benefits? 3
- (d) How is Human Resource Management different from Personnel Management? 3
- (e) What is “Human Resource Audit”? 3
- (f) Explain the term “Job Enrichment” with an example. 3

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CC9-BBA (402)

MARKETING MANAGEMENT

Time Allotted: 2 Hours

The figures in the margin indicate full marks.

Full Marks: 60

## GROUP-A

Answer any *two* questions from the following

- |    |   |           |
|----|---|-----------|
| 1. | Discuss the role of branding, packaging and labelling decisions in the product establishment.   | 12×2 = 24 |
| 2. | Discuss the importance of market segmentation. On what basis, can a market be segmented?  | 12        |
| 3. | Explain the classification of products. Discuss in detail the strategies adopted by marketers for marketing products at different stages of the product life cycle. | 4+8       |
| 4. | Why is pricing pivotal in the marketing mix? Elaborate on the different strategies of pricing in the marketing of products.   | 6+6       |
|    |   | 3+9       |

## GROUP-B

5. Answer any *four* questions:

6×4 = 24

- |     |  |   |
|-----|--|---|
| (a) | State the significance of marketing management.  | 6 |
| (b) | Discuss the factors influencing the promotion mix of the firm.                         | 6 |
| (c) | Enumerate the functions of the distribution channel.                                   | 6 |
| (d) | Explain different tools of sales promotion used by marketers.                          | 6 |
| (e) | Describe the various elements of the product mix giving suitable examples.             | 6 |
| (f) | Compare and contrast the 4 Ps of product marketing with the 7 Ps of service marketing. | 6 |

## GROUP-C

6. Answer any *four* questions:

3×4 = 12

- |     |   |   |
|-----|---|---|
| (a) | What are the functions of retailers?                      | 3 |
| (b) | Compare about the consumer and industrial marketing.      | 3 |
| (c) | Write a short note on advertising.                        | 3 |
| (d) | Explain the concept of holistic marketing.                | 3 |
| (e) | Distinguish between skimming price and penetration price. | 3 |
| (f) | Define positioning.                                       | 3 |

—X—





‘সম্মানো মন্ত্র: সপিতি: সম্মানী’

UNIVERSITY OF NORTH BENGAL  
BBA Honours 4th Semester Examination, 2024

CC10-BBA (403)

PRODUCTION MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any *two* questions from the following

12×2 = 24

1. Analyze the objectives of production planning and control. Narrate the factors affecting production control. 6+6
2. Explain the factors that affect the location of a factory. Also, based on the factors enumerated by you, what should be the appropriate location of the car factory in West Bengal? 8+4
3. State and explain the different types of plant layouts in brief. Also, discuss the factors affecting a plant layout. 4+8
4. What are the objectives of materials requirement planning? Also, discuss the advantages and disadvantages of materials requirements planning. 4+8

GROUP-B

6×4 = 24

5. Answer any *four* questions:
  - (a) Explain the advantages and disadvantages of ABC Analysis? 6
  - (b) Yearly demand for a component is 10000 units. Setting-up costs per batch is ₹130. The cost of manufacture per unit is ₹30. Inventory carrying cost may be considered at 10% per annum. Calculate the Economic Ordering Quantity (EOQ). 6
  - (c) Differentiate between job shop, batch and mass production systems. 6
  - (d) Enumerate the functions of production planning and control. 6
  - (e) Incoming jobs of job-shop are processed at two service centres, viz., mending and washing. The execution of jobs does not follow any order. It means any of the services can be applied first and the job would then be moved to the second service station. The objective of the job shop is to minimize service time without

Turn Over