094

Form No. Ex- 8

Sl. No..........................

Particulars about the candidate and the subject are **checked thoroughly** and corrected where necessary.

CENTRE CODE :.............

Invigilator

Signature of Officer-in-Charge

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

BBA 6th Sem. Examination, 2014

Organizational Development / Advertising and Promotion Strategy/ Financial Institutions in India

Time : 3 Hrs. Full Marks : 80

231/234/237

Enrolment Number

Specialization :

Que. No.	Marks
Total	

INSTRUCTIONS TO CANDIDATES

1. This booklet contains.....24.......... Pages numbering....23......
2. An Examinee is allowed to bring only Admission Card and Identity Card to the Examination Hall. Any Examinee found in possession of loose papers, books etc. is liable to be Expelled.
3. Enrolment No. and Medium of answer must be written legibly at the specified places. Examinee's name and any other identifying mark which reveals examinees identity shall not be written anywhere in the script.
4. For Making calculations, only the last page provided for rough work shall be used.
5. No pages of the script be torn out .
6. Calculators will not be allowed for making calculations in the examination hall. ***MOBILE PHONES are strictly prohibited in the examination Centre.***
7. No candidate will be allowed to leave or go out of the hall during the First hour of the Examination.
8. A candidate having completed his/her answer, the script must be handed over, to an invigilator before leaving the hall.
9. Contravention of any of the instructions mentioned above shall render a candidate liable for disciplinary action as per regulations of the University.

Examiner's Signature : ____________

Examiner's Full Name : ____________

Scrutiniser's Signature : ____________

Scrutiniser's Full Name : ____________

Head Examiner's Signature : ____________

(Organizational Development)

1. Answer any eight from the following questions. 1×8 = 8
   (a) What is Organizational Development?
   (b) What is the full form of OSP?
   (c) What is Six Box Model?
   (d) What are the two basic types of work teams?
   (e) What is 'unfreezing' in change model?
   (f) What is Coaching?
   (g) What is SIET?
   (h) What is T-group?
   (i) Define career life planning.
   (j) What is transactional change?

(Advertising and Promotion Strategy)

1. Answer any eight from the following questions very briefly 1×8 = 8
   (a) Define Advertising.
   (b) What are the 4P's of marketing mix?
   (c) State one merit of print media of advertising.
   (d) What is 'Film advertising'?
   (e) Give two examples of advertising companies in India.
   (f) State one ethical issue associated with advertising.
   (g) State one objective of advertising.
   (h) What is 'USP' in advertising?
   (i) What is psychographics?
   (j) What is slogan?

(Financial Institutions in India)

1. Answer any eight from the following questions 1×8 = 8
   (a) Which market deals with short term funds in an economy?
   (b) Who regulates the activities of capital market?
   (c) Who invented ATM?
   (d) Name the central bank of United Kingdom?
   (e) What is subrogation?
   (f) What is assignment?
   (g) In which year the RBI was established.
   (h) Name one capital market instrument.
   (i) Who is an unit holder?
   (j) Name the apex institution regulating and promoting cooperative banks in India.

(Organizational Development)

2. Answer any eight from the following questions. (each within 50 words) 2×8 = 16
   (a) Write any two objectives of OD.
   (b) What do you mean by diagnosis process?
   (c) What are the two basic types of work teams?
   (d) Mention any two types of orginisational change.
   (e) List out the intervention schemes that may be undertaken by an HRD Department.
   (f) What is meant by 360^0 Performance Appraisal.
   (g) Give two features of a T-group.
   (h) What is the meaning of process consultation?
   (i) What is job enrichment theory?
   (j) State two models in client- consultant relationship.

(Advertising and Promotion Strategy)

2. Answer any eight from the following questions (each within 50 words) 2×8 = 16
   (a) State two characteristics of advertising.
   (b) What do you mean by barriers to effective communication?
   (c) State two advantages of television advertising.
   (d) State two factors to be considered while selecting an advertising media.
   (e) What is transit media of advertising?
   (f) What is misleading advertisement?
   (g) Discuss how demographic factors influence target audiences?
   (h) Mention two abjectives of advertising.
   (i) What is integrated marketing communication?
   (j) What is Advertising Agency.

(Financial Institutions in India)

2. Answer any eight from the following questions (each within 50 words) 2×8 = 16
   (a) What is a financial institution?
   (b) What are global depositary receipts?
   (c) State two basic objectives of any central bank?
   (d) State two features of a Debit card?
   (e) What do you understand by the term 'Bank Rate'?
   (f) Mention any two characteristics of a development bank.
   (g) Mention two weaknesses of the Indian money market.
   (h) What do you understand by 'Futures' or 'Futurer contracts'?
   (i) Write two features of RRB's.
   (j) What do you mean by custodian of securities?

(Organizational Development)

3. Answer any five from the following questions. (each within 100 words) 4×5 = 20
   (a) Discuss the normative goals of OD.
   (b) What do you understand by Pro-active change and Re-active change?
   (c) Discuss the three factors to be taken into account in selecting an OD intervention scheme.
   (d) Discuss the main aspects of a Learning Organisation.
   (e) Discuss any two team-building interventions.
   (f) Mention a few advantages and disadvantages of using an internal change agent to bring about change in an organisation.
   (g) Discuss the concept of Gamesmanship Mode.

(Advertising and Promotion Strategy)

3. Answer any five from the following questions (each within 100 words) 4×5 = 20
   (a) What are the primary functions of advertising?
   (b) Discuss the process of communication.
   (c) Write a short note on Print media of advertising.
   (d) Discuss the importance of media planning in advertising.
   (e) What is the structure of an advertising agency?
   (f) What is moral degradation in advertising? Discuss with example.
   (g) Discuss the importance of reach, coverage and frequency in media planning.

(Financial Institutions in India)

3. Write any five short notes from the following (each within 250 words) 4×5 = 20
   (a) Capital market.
   (b) Automated Teller Machine (ATM).
   (c) Scheduled Commercial Bank.
   (d) Statutory Liquidity Ratio (SLR)
   (e) Underwriter.
   (f) Portfolio manager.
   (g) Features of Investment Banks.

(Organizational Development)

4. Answer any two from the following questions. (each within 250 words) 8×2 = 16
   (a) How does MBO relate to goal setting and performance review? Discuss the steps involved in MBO.
   (b) Discuss Survey Feedback as an OD intervention scheme.
   (c) What are ethical dilemas? Discuss the relevance of ethics in OD.

(Advertising and Promotion Strategy)

4. Answer any two from the following questions (each within 250 words) 8×2 = 16
   (a) Discuss the DAGMAR approach in advertising.
   (b) Discuss the 'SMCR Model' and 'AIDA model' of communication.
   (c) Which is the most suitable media for advertising? Give your comment stating advantages and disadvantages of different advertising medias.

(Financial Institutions in India)

4. Answer any two from the following questions (each within 250 words) 8×2 = 16
   (a) Discuss the methods and instruments of credit control.
   (b) Discuss the principles of Insurance.
   (c) Define non-banking financial company. Discuss their features and activities.

(Organizational Development)

5. Answer any two from the following questions. (each within 400 words) 10×2 = 20
   (a) Explain the three stage model theory of Kurt Lewin for bringing organisational change.
   (b) What do you understand by Action Research? Discuss the main phases of Action Research.
   (c) Discuss the role of a consultant. Elaborate the different modes through which a consultant and client relate to each other.

(Advertising and Promotion Strategy)

5. Answer any two from the following questions (each within 400 words) 10×2 = 20
   (a) Discuss the factors need to be considered while copy writing for an advertisement.
   (b) Discuss the copy writing process for print media. Also explain the role of colour in this field.
   (c) Discuss the Indian advertising scenerio. Also discuss the social and legal factors associated in advertising.

(Financial Institutions in India)

5. Answer any two from the following questions (each within 400 words) 10×2 = 20
   (a) Discuss the functions of the Reserve Bank of India.
   (b) Briefly discuss the role and functions of the capital market intermediaries.
   (c) Discuss the classification of banks in the Indians context. What are the functions of a commercial bank?