Form No. Ex- 8
Particulars about the candidate
and the subject are **checked thoroughly**
and corrected where necessary.

Sl. No.....043

CENTRE CODE :.....

Invigilator

Signature of Officer-in-Charge

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

BBA 6th Sem. Examination, 2014

Industrial Relation / Service Marketing / Risk Management

Time : 3 Hrs. Full Marks : 80

Enrolment Number | | | | | | | | | | |

Specialization : | | | | | | | | | | |

233/ 236/239

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.

Que. No.	Marks
Total	

Examiner's Signature : _____

Examiner's Full Name : _____

Scrutiniser's Signature : _____

Scrutiniser's Full Name : _____

Head Examiner's Signature : _____

(Industrial Relation)

1. Answer any eight from the following questions very briefly 1×8 = 8
   (a) What do you mean by 'Wage differentials'?
   (b) Define 'safe workplace'.
   (c) What is the meaning of 'Occupational Hazards'?
   (d) What is 'Co-partnership'?
   (e) What is meant by the term 'Trade Union'?
   (f) What is 'Industrial Disputes'?
   (g) What do you mean by 'Boycott'?
   (h) What is 'Living Wage'?
   (i) What is biological hazards?
   (j) State one feature of collective bargaining.

(Service Marketing)

1. Answer any eight from the following questions 1×8 = 8
   (a) What is service?
   (b) What are supplementary services?
   (c) What is gap No. 1 in the servie gap model?
   (d) What is IRDA?
   (e) What is pre purchase search?
   (f) What is relationship marketing?
   (g) What is service productivity?
   (h) When are post transactional surveys conducted?
   (i) Mention two features influencing growth of service sector.
   (j) What is zone of tolerance?

(Risk Management)

1. Answer any eight from the following questions 1×8 = 8
   (a) What is political risk?
   (b) What is the full form of OSHA.
   (c) Name any one non-insurance technique of risk management.
   (d) What is meant by Capital Adequacy Ratio?
   (e) What is risk?
   (f) Name any two strategies of SRM.
   (g) Name any two risks faced by banks.
   (h) What is the full form of RMIS?
   (i) What is the degree of risk for investment in mutual funds?
   (j) Name any two perils which can be insured.

(Industrial Relation)

2. Answer any eight from the following questions (each within 50 words) 2×8 = 16
   (a) What are two types of functions of a 'Trade Union'?
   (b) State two causes of 'Industrial Disputes'.
   (c) What is the importance of 'Fair Wage'?
   (d) What are the importance of 'Tripartite Bodies'?
   (e) What is 'Conciliation'?
   (f) What does a 'Conciliation officer' do?
   (g) What are two typs of 'Arbitration'?
   (h) What is 'Win-loss' bargaining as referred to collective Bargaining?
   (i) What is 'Workers Participation in Management'?
   (j) What is 'works committee'?

(Service Marketing)

2. Answer any eight from the following questions (each within 50 words) 2×8 = 16
   (a) What do you mean by consumer behaviour in service?
   (b) What do you mean by SERVQUAL?
   (c) What are the key intermediaries in service delivery?
   (d) What are the three kinds of service encounters?
   (e) Exlain gap no. 3 in short.
   (f) What is the word of mouth communication network?
   (g) What is CBS?
   (h) What do you mean by remote encounter in service?
   (i) Mention two external factors influencing pricing of services.
   (j) What is positioning strategy?

(Risk Management)

2. Answer any eight from the following questions (each within 50 words) 2×8 = 16
   (a) What is meant by physical hazard?
   (b) State any three benefits of risk management.
   (c) What is meant by risk management process?
   (d) Name any two types of interest rate risk.
   (e) Define the term 'Insurable risks'.
   (f) What is credit risk?
   (g) What is prepayment risk?
   (h) State any two advantages of use of technology in risk management system.
   (i) Define an equation through which risk can be quantified.
   (j) State any two obstacles in operational risk management in India.

(Industrial Relation)

3. Answer any five from the following questions (each within 100 words) 4×5 = 20
   (a) What is the Gandhian approach in terms of Industrial Relations?
   (b) What are the impacts of political climate on Industrial Relations?
   (c) Discuss different stages of a collective bargaining process.
   (d) What are demerits of Workers' Participation in Management?
   (e) Discuss different types of Occupational hazards.
   (f) Indicate the importance of 'Industrial Health and Safety'.
   (g) State four objectives of wage and salary administration.

(Service Marketing)

3. Answer any five from the following questions (each within 100 words) 4×5 = 20
   (a) What are the unique characteristics of service?
   (b) Explain the factors which customers consider while evaluating their service expereicnes.
   (c) What are the different levels of customer expectations?
   (d) Explain in brief the service profit chain.
   (e) Explain the stategies for customer participation.
   (f) Briefly explain the gap model.
   (g) Explain briefly the three approaches to pricing services.

(Risk Management)

3. Answer any five from the following questions (each within 100 words) 4×5 = 20
   (a) Distinguish between 'Moral' hazard and 'Morale' hazard.
   (b) Discuss the four risk factors under 'Personal risks'.
   (c) How does insurance help in the process of 'hedging'?
   (d) Discuss the actions taken by banks and financial institutions as common risk avoidance practice.
   (e) Describe the technique of brainstorming.
   (f) Discuss the concept of societal risk.
   (g) Distinguish between funding risk, time risk and call risk.

(Industrial Relation)

4. Answer any two from the following questions (each within 250 words) 8×2 = 16
   (a) What is the 'Incentive Wage System'? Indicate its features.
   (b) Discuss the evolution of Industrial Relations.
   (c) Discuss different ways and means of resolving industrial disputes in India.

(Service Marketing)

4. Answer any two from the following questions (each within 250 words) 8×2 = 16
   (a) Explain clearly the different ways of classifying services.
   (b) Explain the service triangle.
   (c) Explain the different ways of managing the different demand situation in service.

(Risk Management)

4. Answer any two from the following questions (each within 250 words) 8×2 = 16
   (a) Discuss the various job description of a typical risk manager.
   (b) Describe the guidelines that may help a bank to manage its credit more effectively.
   (c) Mention the differences between pure risk and speculative risk.

(Industrial Relation)

5. Answer any two from the following questions (each within 400 words) 10×2 = 20
   (a) Explain the concept of 'Fair wage', 'Living wage' and 'Minimum wage'.
   (b) Discuss the statutory provision taken to safeguard the employees health under Factories Act, 1948.
   (c) Describe the features and objectives of Workers' Participation in Management.

(Service Marketing)

5. Answer any two from the following questions (each within 400 words) 10×2 = 20
   (a) What are the 7Ps of service marketing? Explain why we need the extended services marketing mix.
   (b) Explain the five stage model of consumer buying decision process.
   (c) Explain all the pricing strategies for services.

(Risk Management)

5. Answer any two from the following questions (each within 400 words) 10×2 = 20
   (a) Discuss the steps involved in the risk management process.
   (b) Discuss the various non-insurance methods by which risk can be transferred.
   (c) Discuss the approaches to societal risk management adopted in India.