# [ 16–HRGPKAC–D6S ]

*Form No. Ex–8*

Sl. No. .....

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

**EXAM CENTRE CODE : .....**

*Invigilator*

*Signature of Officer-in-Charge*

**BBA 6th Semester Examination, 2016**

**[ BBA(S6)22 ]**

**Organizational Development (HRM) / Advertising and Promotion Strategy (Marketing) / Financial Institutions in India (Finance)**

*Time* : 3 Hours

*Full Marks* : 80

**Enrolment Number :** | | | | | | | | | | |

**Specialization :**

**231–234–237 (OD/APS/FIT)**

**INSTRUCTIONS TO CANDIDATES**

1. This booklet contains 24 pages numbering 23. Please verify number of pages in the booklet before answering.
2. No pages of the script be torn out.
3. 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, mobile phones, etc., is liable to be expelled.
4. Enrolment Number and Medium of Answer must be written legibly at the specified places. Examinee's name and any other identifying mark which reveals examinee's identity shall not be written anywhere in the script.
5. For making calculations, etc., only the last page may be used.
6. Calculators will not be allowed for making calculations in the examination hall.
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.

**Mandatory**

Examiner's Signature : _____

Examiner's Full Name : _____

Scrutiniser's Signature : _____

Scrutiniser's Full Name : _____

| Question Nos. | Marks |
|---|---|
| 1. | |
| 2. | |
| 3.*(a)* | |
| 3.*(b)* | |
| 3.*(c)* | |
| 3.*(d)* | |
| 3.*(e)* | |
| 3.*(f)* | |
| 4.*(a)* | |
| 4.*(b)* | |
| 4.*(c)* | |
| 5.*(a)* | |
| 5.*(b)* | |
| 5.*(c)* | |
| | |
| | |
| **Total** | |



Head Examiner's Signature : _____

## HRM

1. Answer the following questions : 1×8=8
   (a) Define OD.
   (b) Define Value.
   (c) What is system theory?
   (d) What is OD interventions?
   (e) What is natural work team?
   (f) Define T-group training.
   (g) Who is an organizational consultant?
   (h) What is 'Action Research'?

## MARKETING

1. Answer the following questions : 1×8=8
   (a) What is USP?
   (b) Define 'Institutional advertising'.
   (c) What is sales promotion?
   (d) Give one example of 'out of home' advertising.
   (e) What is showroom advertising?
   (f) What is comprehensive layout?
   (g) Name any one of the top three advertising companies of India.
   (h) State any one ethical issue associated with advertising.

## FINANCE

1. Answer the following questions : 1×8=8
   (a) What is financial market?
   (b) Who regulates cooperative banks in India?
   (c) In India, who is responsible for exchange control?
   (d) What is investment bank?
   (e) Who formulates the monetary policy in India?
   (f) In which year Industrial Finance Corporation of India was established?
   (g) What is bill market?
   (h) Who is an unit holder?

## HRM

**2.** Answer the following questions (each within *50* words) : 2×8=16

*(a)* Write any two objectives of organizational development.

*(b)* What is 'participation'?

*(c)* What is 'entry' phase of OD program?

*(d)* What is parallel learning structure?

*(e)* What is temporary work team?

*(f)* Write any two disadvantages of T-group training.

*(g)* Write any two strengths of OD.

*(h)* What is charismatic mode of client-consultant relationship?

## MARKETING

**2.** Answer the following questions (each within *50* words) : 2×8=16

*(a)* State any two characteristics of advertising.

*(b)* State two barriers to effective communication.

*(c)* What is promotion mix?

*(d)* Name any two outdoor media of advertising.

*(e)* State any two factors needed for the selection of advertising media.

*(f)* What are the four stages of commercial art creation?

*(g)* State any four departments of an advertising agency.

*(h)* What is misleading ad?

## FINANCE

**2.** Answer the following questions (each within *50* words) : 2×8=16

*(a)* Who is an indigenous banker?

*(b)* Mention two features of mutual benefit financial companies.

*(c)* What is credit control?

*(d)* Mention two features of development bank.

*(e)* Mention two objectives of central bank.

*(f)* Define 'bank'.

*(g)* Who is a custodian?

*(h)* Mention two advantages of investing in mutual fund.

## HRM

**3.** Answer any *five* of the following questions (each in around *100* words) : 4×5=20

*(a)* What do you understand by 360 degree feedback based interventions?

*(b)* Write the different implications for consultants' behaviour in OD.

*(c)* Discuss the steps in career life planning.

*(d)* What is Re-engineering?

*(e)* What is 'third-wave consulting'?

*(f)* State the characteristics of organizational development.

## MARKETING

**3.** Answer any *five* of the following questions (each in around *100* words) : 4×5=20

*(a)* State any four objectives of advertising.

*(b)* Write a short note on 'integrated marketing communication'.

*(c)* State two merits and two demerits of radio advertising.

*(d)* Write a short note on 'film advertising' highlighting its merits and demerits.

*(e)* State any two functions of advertising agency.

*(f)* Write a short note on AIDA model.

## FINANCE

**3.** Answer any *five* of the following questions (each in around *100* words) : 4×5=20

*(a)* Why is insurance important?

*(b)* Write a note on portfolio manager.

*(c)* Discuss two functions provided by investment banker.

*(d)* Mention four points that indicate the importance of NBFCs.

*(e)* Mention four objectives of monetary policy.

*(f)* Write a note on private banking in India.

## HRM

4. Answer any *two* of the following questions (each in around *300* words) : 8×2=16

   *(a)* Discuss the historical background of OD. Also explain the characteristics of OD. 4+4

   *(b)* Discuss the phases of action research model.

   *(c)* Explain the steps involved in conducting a confrontation meeting.

## MARKETING

4. Answer any *two* of the following questions (each in around *300* words) : 8×2=16

   *(a)* Discuss the structure of advertising agency. Also discuss the client-agency relationship. 4+4

   *(b)* Discuss the ethical objections which arise in the field of advertising.

   *(c)* Write a note on creativity in advertising.

## FINANCE

4. Answer any *two* of the following questions (each in around *300* words) : 8×2=16

   *(a)* Discuss the features and causes of business risk. 4+4

   *(b)* How does RBI control credit in India? Discuss.

   *(c)* Why are banks important? What are the functions of central bank? 4+4

## HRM

**5.** Answer any *two* of the following questions (each in around *400* words) : 10×2=20

*(a)* Explain the Kurt Lewin's Change model.

*(b)* Discuss the advantages of T-group training.

*(c)* Discuss the OD interventions that affect the change in an organization.

## MARKETING

**5.** Answer any *two* of the following questions (each in around *400* words) : 10×2=20

*(a)* Explain the process of media planning.

*(b)* State the aspects to be considered while writing a copy for 'Print' and 'Broadcast' advertising.

*(c)* Write short notes on the following : 5×2

*(i)* Types of advertising

*(ii)* DAGMAR model

## FINANCE

**5.** Answer any *two* of the following questions (each in around *400* words) : 10×2=20

*(a)* Discuss the role of the intermediaries in the capital market.

*(b)* Discuss the instruments of money market.

*(c)* Define non-banking financial company. Discuss their features and activities.