[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)24]

Industrial Relation (HRM) / Service Marketing (Marketing) / Risk Management (Finance)

Time : 3 Hours

Full Marks : 80

Enrolment Number :

Specialization :

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.

233–236–239 (IR/SM/RM)

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) What is meant by industrial disputes?

(b) What is meant by wage?

(c) What is collective bargaining?

(d) What is occupational disease?

(e) What is meant by conciliation?

(f) What is meant by fair wage?

(g) What is the purpose of establishing works committee?

(h) What is biological hazard?

MARKETING

1. Answer the following questions : 1×8=8

(a) Give an example of a service which is distributed by agents.

(b) Can services be distributed through electronic channels?

(c) What is empowerment strategy?

(d) Can the employees of a service organization be considered as a brand?

(e) What is internal marketing?

(f) Do demand levels follow a predictable style?

(g) State an issue related to management of waiting time in providing services.

(h) State one of the strategies adopted to manage waiting line.

FINANCE

1. Answer the following questions : 1×8=8

(a) Risk cannot be eliminated under any circumstances. Is the statement true?

(b) Can standard deviation be used to measure risk?

(c) What do you mean by peril?

(d) Can risk be transferred by entering into a contract?

(e) The process of risk management improves decision-making, planning and prioritization. Is it a true statement?

(f) State the full form of ALM.

(g) State the full form of ERM.

(h) State the full form of SRM.

HRM

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

(a) What is distributive bargaining?

(b) State two curative measures for occupational hazards.

(c) What is meant by lockout?

(d) What is psychological hazard?

(e) What is regional wage differential?

(f) What is meant by 'flexibility' in collective bargaining?

(g) What is arbitration?

(h) What is co-partnership?

MARKETING

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

(a) What is SERUQUAL?

(b) What does perishability indicate as a service characteristic?

(c) State the full form of CBS and BPR.

(d) What is supplementary service?

(e) What is intangibilization of tangibles?

(f) State two external factors which influence pricing.

(g) State two criteria that customers rely on while evaluating the service quality.

(h) What is knowledge gap?

FINANCE

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

(a) What is the relationship between risk and return?

(b) What is risk management information system?

(c) What do you mean by the term 'risk evaluation'?

(d) Give two examples of credit risk.

(e) What is societal risk?

(f) State two challenges faced by operational risk managers.

(g) What is market risk?

(h) What do you mean by speculative risk?

HRM

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

(a) Discuss the importance of collective bargaining in maintaining good industrial relations.

(b) Discuss the objectives of trade union.

(c) Discuss the relationship between industrial health and labour productivity.

(d) What is compulsory arbitration?

(e) What is straight piecework system of wage payment?

(f) What is payment by time method of wage payment?

MARKETING

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

(a) What are the three extended Ps of service marketing mix? Why are they required?

(b) What are various factors that lead to customer satisfaction or dissatisfaction?

(c) Discuss service triangle.

(d) Briefly discuss the importance of pricing in marketing of services.

(e) What is cost-based pricing? Discuss.

(f) What is the importance of productivity in marketing of services?

FINANCE

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

(a) What are different ways to handle risks?

(b) What is the purpose of conducting risk management audits in an organization?

(c) What are the benefits of securitization?

(d) How does hedging help to reduce the price risk?

(e) Why should risk management be as integral part of mergers and acquisitions?

(f) "Technology has a huge role to play in the credit risk management of the financial institution." Discuss.

HRM

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

(a) *(i)* Discuss the economic causes of industrial relations.

(ii) Discuss the powers of conciliation officer. 4+4

(b) Discuss the role of HR department of an organization in maintaining industrial health.

(c) Discuss the features of collective bargaining.

MARKETING

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

(a) Discuss the characteristics of services.

(b) Discuss the steps involved in the development of new services.

(c) Discuss various strategies for effective service delivery through intermediaries.

FINANCE

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

(a) How do moral hazard and attitudinal (morale) hazard increase the chance of loss?

(b) Discuss different risks that are associated with banks.

(c) Why is enterprise risk management important to achieve organizational objectives? Discuss.

HRM

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

(a) *(i)* Discuss the functions of trade unions.

(ii) What is meant by adjudication?

(iii) What is integrative bargaining? 4+4+2

(b) *(i)* Discuss the stages of collective bargaining.

(ii) What is joint management council? 5+5

(c) Discuss the role of workers' participation in management in motivating the employees of an organization.

MARKETING

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

(a) Describe the factors which have influenced the growth of service sector.

(b) Discuss the five-stage model of the buying decision process.

(c) Discuss various approaches to manage demand in marketing of services.

FINANCE

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

(a) Discuss the importance of risk management in business organization.

(b) Explain the benefits of insurance to the economy as a whole.

(c) Discuss the role of government in management of societal risk.