

**BBA 6th Semester (Honours) Examination, 2024****Subject : Sales and Distribution Management****Course: SMM-6.1****Time: 4 Hours****Full Marks: 80**

*The figures in the right hand margin indicate full marks.  
Candidates are required to give their answers in their own words  
as far as practicable.*

*Answer question 1 and any five from the rest.*

1. Answer any ten of the following questions: 2×10=20
  - (a) What is selling?
  - (b) What is sales management?
  - (c) What do you mean by closing the sales?
  - (d) What is follow up after sales?
  - (e) Define sales territory.
  - (f) Define job analysis.
  - (g) Define sales training.
  - (h) What is job specifications?
  - (i) What is sales force compensation?
  - (j) What is sales force performance?
  - (k) What is sales forecasting?
  - (l) Define sales organization.
  - (m) What is sales training?
  - (n) Define distribution channel.
  - (o) What is sales force selection?
2. Explain the nature, role and importance of sales management. 12
3. Explain (i) formal (ii) informal (iii) horizontal and (iv) vertical sales organizations. 12
4. Explain the importance and process of sales forecasting in an organization. 12
5. What are various sources of sales force recruitment? Briefly discuss. 12
6. Discuss the process of sales force selection in a company. 12
7. Explain factors influencing the motivation of sales force. 12
8. Explain different types of sales force compensation plans available to a firm. 12
9. Explain the importance of distribution channels in relation to business firms. 12
10. Write short notes on (any two): 6×2=12
  - (a) Sales budget
  - (b) Sales force control
  - (c) Transportation decisions

**BBA 6th Semester (Honours) Examination, 2024****Subject : Industrial Relations and Industrial Relations Laws****Course: HRM-6.1****Time: 4 Hours****Full Marks: 80**

*The figures in the right hand margin indicate full marks.  
Candidates are required to give their answers in their own words  
as far as practicable.*

Answer any ten questions:

2×10=20

1. (a) What are 'Standing Orders' under the Industrial Employment (Standing Orders) Act, 1946?
- (b) Differentiate between industrial dispute and industrial conflict.
- (c) Explain the concept of "adverse action" in the context of industrial relations.
- (d) What do you understand by unfair labour practices?
- (e) What is the difference between a recognised trade union and a registered trade union?
- (f) Mention the role of Work's Committee as described under the Industrial Disputes Act, 1947.
- (g) What do you understand by the term 'Suggestion Scheme'?
- (h) Who shall act as Certifying Officer under the Industrial Employment (Standing Orders) Act, 1946?
- (i) Define Quality Circle as a mechanism of worker's participation in management.
- (j) Highlight the two principles of collective bargaining.
- (k) Specify two characteristics of Industrial Relations.
- (l) Mention two roles of the Conciliation Officer under the Industrial Disputes Act, 1947.
- (m) Differentiate between layoff and retrenchment.
- (n) What happens if no agreement is reached during the conciliation process?
- (o) Why does an industrial unit need peace?

Answer any five questions:

12×5=60

2. Discuss the current industrial relations position in India highlighting the IR policies of the government of India.
3. Discuss the different machineries provided for settlement of industrial disputes under the Industrial Dispute Act, 1947.
4. Define workers' participation in management. Discuss the prerequisites for workers' participation in management.

4+8

5. Examine the important causes of labour unrest in India. What measures would you suggest to improve the industrial relations climate in India? 6+6
6. What are the different kinds of funds maintained by the Trade Union? Explain the procedure for contribution for the funds. 4+8
7. Discuss the procedure of issuing certificate of Standing Order under the provisions of the Industrial Employment (Standing Orders) Act, 1946.
8. Write short notes on: 6+6
  - (a) Labour Court
  - (b) Adjudication
9. Examine the essentials for successful collective bargaining in India. 12
10. Write a note on labour laws with industrial relations implications for futuristic India. 12

**BBA 6th Semester (Honours) Examination, 2024****Subject : System Analysis and Design****Course: SM-6.1****Time: 4 Hours****Full Marks: 80***Answer question no. 1 and any five from the rest.*

1. Answer any ten questions: 2×10=20
  - (a) Differentiate between model-driven analysis and structured analysis.
  - (b) State the disadvantages of Waterfall Model.
  - (c) List out the names of the stages of Software Development Life Cycle (SDLC).
  - (d) What are the components of feasibility study report?
  - (e) What is query optimization?
  - (f) Define different types of feasibility.
  - (g) What is the objective of Requirements Analysis in SDLC?
  - (h) List out different ways of gathering data of SDLC.
  - (i) Define cardinality with an example.
  - (j) Mention the different components in design document format.
  - (k) What are the possible outputs of detailed design phase of SDLC?
    - (l) Define structured analysis.
  - (m) Enlist different types of Process models.
  - (n) State limitations of Prototyping model.
  - (o) Define secondary key with an example.
  
2. (a) Discuss the role of Financial Analysis in Feasibility Study.
- (b) Define Prescriptive models. Why is it important? What are the steps of Prescriptive model? 4+(2+3+3)
  
3. Define Incremental Process model with a suitable schematic diagram. Why is it required? 9+3
  
4. (a) Mention different fact finding techniques for gathering data and information.
- (b) Differentiate between Structured interview and Unstructured interview. 5+7
  
5. Describe Prototyping model with suitable schematic diagram. 12
  
6. (a) State the advantages and disadvantages of interview method.
- (b) What are the characteristics of good questionnaire? (3×2)+6

7. (a) Under which phase of SDLC, can you put Decision Tree as a tool?
- (b) A businessman wants to extend his business and wants to open showroom at any of the three places — in a shopping mall, in a famous market or in a highly populated locality. The target is to reach as many customers as possible. However, the cost incurred is also a major factor to consider. If the showroom is opened in a mall, then the number of estimated potential customers reached will be 20,000 approximately but the investment will be 80 lacs approximately. For showroom in a popular market, the expected number of customers reached will be 50,000 approximately and the cost will be around 40 lacs. For the separate showroom in a populated locality, the expected number of customers to reach will be 5000 approximately and the cost is 36 lacs. The chances of success for these three options are 60% for shopping complex, 75% for market and 40% for populated locality. If failed, then the expected customers reached for these three cases will be 1000, 10000, 500 customers for shopping complex, market and populated locality respectively. Draw a decision tree for this scenario. 2+10
8. Define the following: 4×3=12
- (a) Object-oriented design
  - (b) Rapid Application Development strategy
  - (c) Flow-oriented modeling
9. Describe Domain Analysis in details. 12
10. (a) List out the symbols that are used to draw Data Flow Diagram (DFD), as defined by Yourdon and Gane & Sarson.
- (b) Differentiate between Physical and Logical Data Flow Diagrams.
- (c) How do you evaluate a DFD for its correctness? 4+4+4