BBA 6th Semester (Honours) Examination, 2024
Subject : Promotion Mix
Course: SMM-6.2

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.
Question No.1 *is compulsory and answer* any five *from the rest.*

1. Answer *any ten* of the following questions: 2×10=20

   (a) What is Sales?

   (b) What do you mean by advertising?

   (c) What is Public Relations (PR)?

   (d) What is digital marketing?

   (e) What is sales promotion?

   (f) What is a retailer?

   (g) Who is a regional sales manager?

   (h) State two advantages of advertising.

   (i) What is Marketing Communication?

   (j) State two disadvantages of online advertising.

   (k) State two objectives of PR.

   (l) Define advertising planning.

   (m) Explain two steps of Media Buying.

   (n) State two disadvantages of E-advertising.

   (o) Define on the wall advertising.

2. State the elements of an organisation's promotional mix. Give suitable examples of each element.

3. State On the Job and off the Job training methods for the sales personnel of a firm.   6+6

4. (a) What is outdoor advertising?

   (b) Explain the advantages and disadvantages of outdoor advertising.   2+10

5. What are the benefits and demerits of PR for an organisation? Explain it with suitable examples. 12

6. (a) What is Sales Promotion Budget?

   (b) State the importance of Sales Promotion Budget.   2+10

7. (a) What is electronic media?

   (b) Describe the differences between electronic media and print media.   3+9

8. (a) What do you understand by Sales Personnel Evaluation?

   (b) Briefly discuss any two techniques of Sales Personnel Evaluation.   3+9

9. Discuss the process of advertising with special reference to DAGMAR approach.   12

10. Write short notes on any *three*:   4×3

   (a) Marketing Communication Mix

   (b) Social Media Recruitment

   (c) Sales Force Recruitment

   (d) Importance of Sales Quota

   (e) History of Indian Advertising

BBA 6th Semester (Honours) Examination, 2024

Subject : Human Resource Development

Course: HRM-6.2

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.

1. Answer *any ten* questions from the following:

    2×10=20

    (a) State any two functions of human resource development.

    (b) What do you mean by Off-the-Job training?

    (c) Mention any two benefits of employee training.

    (d) Define Human Resource Development.

    (e) What is a potential appraisal?

    (f) What do you mean by training evaluation?

    (g) What do you mean by performance appraisal?

    (h) State any two advantages of 360-degree appraisal.

    (i) What is Human Resource Accounting (HRA)?

    (j) Define Organizational Development (OD).

    (k) What do you mean by resistance to change?

    (l) What do you mean by HRD climate?

    (m) Write the full form of BARS.

    (n) What do you mean by T-group training?

    (o) What do you mean by career planning?

Answer *any five* questions from the following.

12×5=60

2. (a) Discuss, in brief, the principles of strategic HRD.

    (b) Explain the importance of HRD in the present industrial scenario.

    6+6

3. Discuss the components of HRD climates with special reference to OCTAPACE culture.

4. Discuss the differences between:

    6+6

    (a) Training Vs. Development

    (b) Performance appraisal Vs. Potential appraisal

5. What is OD intervention? Discuss the various types of OD intervention in brief. 2+10

6. Discuss any four important training techniques under on-the-job training.

7. (a) 'Performance management is the mirror that shows the commitment of the human capital to the organization and to their assigned task' — in light of this statement discuss the contributions of performance management.

   (b) Discuss any two modern methods of performance appraisal. 6+6

8. (a) Explain briefly the reasons for resistance to change.

   (b) Suggest some strategies to overcome resistance to change in the organization. 6+6

9. Explain with a suitable example of Lewin's model for change management.

10. Write a short note on the following: 6+6

    (a) Quality circle

    (b) HRD sub-system

_____

BBA 6th Semester (Honours) Examination, 2024
Subject : Decision Support System
Course: SM-6.2 (Elective-D)

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 No. 1 *and any five* from the rest.

1. Answer *any ten* questions: 2×10=20
   (a) Give the definition of 'decision'.
   (b) Define Decision Support System (DSS).
   (c) Give an example of a Decision Support System.
   (d) What should be a major characteristic of a DSS?
   (e) What are the components of a DSS?
   (f) What are system concepts?
   (g) Define Knowledge–driven DSS.
   (h) What are the vital stages in model development?
   (i) Define 'structured decisions'.
   (j) What do you understand by GDSS?
   (k) Who is a chauffeur in a GDSS?
   (l) What do you mean by DSS generator?
   (m) Define database tuning.
   (n) What do you mean by recurrency in DSS?
   (o) What do you mean by knowledge of outcomes?

2. (a) State the applications of DSS.
   (b) Illustrate Simon's Model of decision-making. 5+7

3. Describe the characteristics of Decision Support System.

4. (a) Compare and contrast between MIS and DSS.
   (b) Briefly explain the problems in making rational decisions. 4+8

5. Briefly deliberate on the different types of behaviroal models for DSS.

6. Explain various techniques used in decision-making support.

7. (a) State the benefits of installing a DSS.
   (b) Explain the critical success factors in the implementation of DSS. 6+6

8. What is an expert system? Give a brief description of each of the main modules in the architecture of an expert system. 2+10

9. (a) Write a short note on law of requisite variety.
   (b) Briefly discuss the characteristics of a good user interface. 6+6

10. Write short notes *any two*: 6×2=12
    (a) Inference mechanism
    (b) Frames and rules
    (c) Resource pooling