

BBA 6th Semester (Honours) Examination, 2024

Subject : Marketing of Services

Course: SMM-6.3

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 questions from the rest.

1. Answer any ten of the following questions: 2×10=20
 - (a) What do you mean by Services?
 - (b) What do you mean by Services Marketing?
 - (c) What do you mean by Services Product?
 - (d) Define market segmentation.
 - (e) What is Service Encounter?
 - (f) What do you mean by Service life-cycle?
 - (g) What do you mean by Service Strategy?
 - (h) Define service design.
 - (i) Define the term customer loyalty.
 - (j) What do you mean by service quality?
 - (k) What is service failure?
 - (l) What is a service guarantee?
 - (m) What do you mean by physical evidence?
 - (n) What do you mean by tangibility spectrum?
 - (o) Give examples of two service types.
2.
 - (a) Discuss the characteristics of service.
 - (b) How can you classify services? 6+6
3.
 - (a) Give a brief note of the marketing of hospitality service.
 - (b) Explain the reasons behind the growth of the hospitality service in India. 4+8

4. Explain service market segmentation, targeting and positioning with a suitable example.
5. (a) Explain the GAP model of service quality.
(b) Discuss the need for measuring service quality. 6+6
6. (a) How do we price services?
(b) Explain various methods for pricing of services. 3+9
7. (a) Explain various steps in the service life cycle by taking an example.
(b) Discuss marketing strategies in the introduction stage of the service life-cycle. 8+4
8. (a) What is meant by integrated service marketing communication?
(b) Explain its advantages.
(c) In brief, discuss the challenges of service marketing communication. 2+4+6
9. (a) In brief, discuss the 7P's of service marketing.
(b) Discuss the importance of the people component in service marketing. 8+4
10. Write short notes on the following: 6+6
 - (a) Internal Marketing
 - (b) Application of Information Technology (IT) in service marketing

BBA 6th Semester (Honours) Examination, 2024

Subject : Compensation Management and Compensation Laws

Course: HRM-6.3

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 questions from the rest.

1. Answer any ten questions: 2×10=20
 - (a) What is Salary?
 - (b) What is Living wage?
 - (c) What is minimum wage?
 - (d) State two benefits of Executive Compensation.
 - (e) What is Pay Commission?
 - (f) What is Pay structure?
 - (g) What is call option in E.S.O.P.?
 - (h) What is basic wage?
 - (i) What is Dearness Allowance?
 - (j) What is Industrial Tribunal?
 - (k) Who is called 'Employer' as per the Provident Funds and Miscellaneous Provision Act, 1952?
 - (l) Who is eligible to get bonus as per the Payment of Bonus Act, 1965?
 - (m) What is a Trade Union?
 - (n) Write down two objectives of the Workmen's Compensation Act, 1923.
 - (o) State two benefits of the Maternity Benefit Act, 1961.
2. Explain the theories of wage.
3. (a) What is Compensation Management?
(b) State the advantages and disadvantages of Compensation Management. 3+9
4. State the difference between monetary compensation and non-monetary compensation given suitable examples.

5. (a) What is fringe benefit?
 (b) State the benefits of fringe benefit for the employees as well as for the organisation. 3+(6+3)
6. (a) Discuss the importance of salary and wage survey.
 (b) What are the objectives of such a survey in an organisation? 7+5
7. (a) Explain in details the challenges faced by the organisation while designing the effective compensation structure.
 (b) Do you think effective compensation structure is important for an organisation? Discuss. 8+4
8. Explain in detail the statutory deduction from the salary of an employee.
9. (a) What is Executive Compensation?
 (b) What are the benefits of Executive Compensation? 3+9
10. Write short notes on *any four* of the following: 3×4=12
- Variable Pay
 - H.R.A.
 - Fixed Pay
 - Retirement Benefit
 - Bonus
 - Benefits of the Minimum Wages Act, 1948
 - Objectives of the Trade Union Act, 1926

BBA 6th Semester (Honours) Examination, 2024**Subject : Database Management System****Course: SM-6.3****Time: 4 Hours****Full Marks: 80***Answer question no. 1 and any five questions from the rest.*

1. Answer any ten of the following questions: 2×10=20
- What is Data Definition Language? Give one example.
 - Differentiate between cartesian product and union operation in Relational Algebra.
 - What is Data Manipulation Language? Give example.
 - What does a 'log' for a database contain?
 - Give suitable example of division operation in Relational Algebra.
 - What are the different types of DBMS?
 - Define domain and attribute.
 - What is degree of a relation?
 - Differentiate between relation schema and a relation.
 - Give an example of one-to-one relationship.
 - What is Generalization?
 - What is Specialization?
 - Differentiate between naïve user and online user.
 - Give an example of natural join.
 - What is normalization of database?
2. Describe three-level database architecture with schematic diagram.
3. (a) Explain ACID properties for DBMS.
(b) Define different types of Join operation with example for each. 6+6
4. (a) What is Cartesian product in Relational Algebra? Give example.
(b) Explain subtraction operation in Relational Algebra with suitable example. 6+6
5. Explain the following clauses of SELECT query in SQL with suitable example for each.
(a) WHERE; (b) ORDER BY; (c) GROUP BY; (d) HAVING 3×4
6. (a) How do you put SQL comments?
(b) Explain the functions of DROP and ALTER commands with suitable example for each. 4+(4×2)
7. Explain the functions of the following character-manipulation functions in SQL with suitable example for each : (a) CONCAT; (b) LENGTH; (c) TRIM; (d) REPLACE. 3×4
8. Differentiate between NOW() and CURRENT_DATE(). How will you remove duplicate rows in SQL? 6+6
9. Explain the functions of the following constraints in SQL with suitable example for each:
(a) UNIQUE; (b) NOT NULL; (c) DEFAULT; (d) CHECK. 3×4
10. (a) What do you mean by data integrity? Differentiate between primary key and foreign key.
(b) What is nested query? Give any two examples of nested queries. (2+4)+(2+4)