BBA 6th Semester (Honours) Examination, 2025

Subject : Marketing of Services

Course : SMM-6.3

Time: 4 Hours　　　　　　　　　　　　　　　　　　**Full Marks: 80**

The figures in the 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* of the following questions:　　　　　　　　2×10=20

    (a) What is service?

    (b) What do you understand by Service Environment?

    (c) What is segmentation?

    (d) What is Service Positioning?

    (e) Write two importance of Service Marketing?

    (f) What is customer loyalty?

    (g) Define Service delivery.

    (h) Give two examples of services.

    (i) What is Servicescape?

    (j) What do you understand by Pricing?

    (k) What is seamless service?

    (l) Service falls under which sector of the Indian Economy?

    (m) Write two advantages of "People" in the domain of Service.

    (n) What is customer satisfaction?

    (o) What is meant by Service Recovery?

2. What are the different characteristics of services? Explain each one of them by citing appropriate examples.

3. Explain the difference between customization and standardization in the context of service. What is relationship marketing in the context of service? Why is relationship marketing important?
    6+3+3

4. Write short notes on Service Theatre and Service Experience.　　　　6+6

5. Discuss the growth of service marketing in the Indian Economy.

6. Elucidate the concept of service life cycle and cite suitable examples.

7. State the role of Sales Force Motivation in Service Marketing.

8. Discuss the Gap Model of services.

9. What are the steps to be followed to handle dissatisfied customers?

10. How does technology influence service delivery? Illustrate with examples.

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BBA 6th Semester (Honours) Examination, 2025 (CBCS)
Subject : Compensation Management and Wage Laws
Course : HRM-6.3

Time: 4 Hours   **Full Marks: 80**

The figures in the 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 from the following: 2×10=20

   (a) What do you mean by salary?

   (b) What is minimum wage?

   (c) Define Fair wage.

   (d) What do you mean by employee reward system?

   (e) How do you determine salary grade?

   (f) What do you mean by piece wage?

   (g) Define Incentive.

   (h) What is need based wage?

   (i) Define Dearness allowance.

   (j) What do you mean by fringe benefit?

   (k) Define Executive compensation.

   (l) What is gratuity?

   (m) Write down two benefits of provident fund.

   (n) State two benefits of the Payment of Wages Act, 1936.

   (o) Write two benefits of the Equal Remuneration Act, 1976.

Answer *any five* questions from the following:

$12 \times 5 = 60$

2. State the nature and objectives of wage and salary administration.

3. Discuss any two theories of wage.

4. Explain the different components of employee reward system with suitable example.

5. State the difference between wage and salary with appropriate examples.

6. Discuss briefly the different components of compensation of an employee.

7. Explain the different machineries for wage and salary fixation.

8. What are the essentials of a sound incentive plan for the employees of an organization? Explain it with suitable examples.

9. Explain the Section 3 (Fixation and Revision of Minimum Wages) of the Minimum Wages Act, 1948.

10. Discuss, in detail, Section 8 and Section 9 of the Payment of Bonus Act, 1965.

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BBA 6th Semester (Honours) Examination, 2025 (CBCS)
Subject : Financial Market & Financial Statement Analysis
Course : AF-6.3

Time: 4 Hours   **Full Marks: 80**

The figures in the 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* of the following questions: 2×10=20

    (a) Mention any two functions of a financial system.

    (b) What do you mean by Forward contract?

    (c) State any two fund-based financial services.

    (d) What is SEBI?

    (e) What is meant by the term 'Secondary Market'?

    (f) What is the full form of IPO?

    (g) Name the two depositories operating in India.

    (h) What is meant by a Development Bank?

    (i) What is the Cash Flow Statement?

    (j) State any two purpose of drafting the financial statements.

    (k) What do you mean by EBITDA?

    (l) Name any two ratios which are calculated for profitability analysis.

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(m) What is meant by External Financial Analysis?

(n) What is meant by Balance Sheet Ratios?

(o) Mention any two parties interested in financial statement analysis.

2. (a) What do you mean by Money Market?

(b) Discuss, in detail, any two instruments of Indian money market.

2+(5+5)

3. 'Debt markets are pre-dominantly wholesale markets, with institutional investors being major participants'. In the light of this statement, discuss the major participants of Indian debt market. 12

4. Explain the functions performed by the primary market in a developing economy like India. 12

5. (a) What is meant by Listing of Securities?

(b) Discuss the various benefits which a listing status would offer to a company. 2+10

6. The following are the Balance Sheets of M/s Biswas Bros. as on March 31, 2024 and 2025:

Liabilities	31.03.24	31.03.25	Assets	31.03.24	31.03.25
Capital	2,00,000	2,50,000	Goodwill	—	5,000
General Reserve	50,000	60,000	Land & Building	2,00,000	1,90,000
P/L A/c	30,500	30,600	Machinery	1,50,000	1,69,000
Bank Loan (long-term)	70,000	—	Inventories	1,00,000	74,000
Creditors	1,80,000	1,70,200	Debtors	80,000	64,200
			Bank	—	8,000
			Cash	500	600
	5,30,500	5,10,800		5,30,500	5,10,800

Additional Information:

During the year 2024-25:

(i) Interest paid on bank loan was ₹ 3,000.

(ii) Further machinery was purchased for ₹ 8,000.

(iii) Depreciation written-off machinery ₹ 12,000.

(iv) Loss on sale of machinery ₹ 200 was written-off to General Reserve.

You are required to prepare a Cash Flow Statement.   12

7. From the following information prepare a Balance Sheet of Tarak Ltd. as on 31.03.2025:   12

Current Ratio	2 : 1
Liquidity Ratio	1.25 : 1
Fixed Assets to Proprietorship Ratio	0.75 : 1
Gearing Ratio	5 : 1
Working Capital	₹ 8,000
Reserves & Surplus	₹ 2,000
Bank overdraft	₹ 2,000
Long-term Loan	Nil

8. (a) What do you mean by 'Financial Statement Analysis'?

   (b) Discuss the objectives of conducting such analysis.   2+10

9. With respect to the following financial ratios, you are required to state the formula and significance: (2+1)×4

   (a) Return on total assets

   (b) Earnings per share

   (c) Current ratio

   (d) Contribution margin

10. Write short notes:

6+6

    (a) Major stock indices of India

    (b) Trend analysis as a tool of FSA

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BBA(H)-VI/SM-6.3/25

BBA 6th Semester (Honours) Examination, 2025 (CBCS)
Subject : Database Management System
Course : SM-6.3

Time: 4 Hours   **Full Marks: 80**

The figures in the 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) Differentiate among DDL, DML and DCL.

(b) What is primary key?

(c) What are the advantages of RDBMS?

(d) What is a secondary key?

(e) What is a stored procedure?

(f) What is a view?

(g) What do you mean by data integrity?

(h) What is SQL subquery?

(i) What is an Alias?

(j) How do you insert an SQL comment?

(k) How is NULL value different from Zero or a blank space?

(l) Define aggregate functions for SQL.

(m) How does indexing improve performance?

(n) State the basic difference between physical and logical database design.

(o) Define constraints in DBMS.

Answer *any five* from the following questions: 12×5=60

2. Explain ACID properties with a schematic diagram.

3. (a) Explain different types of Join operation with example for each.

   (b) Define the following types of DBMS — (i) Hierarchical DBMS; (ii) Network DBMS; (iii) Relational DBMS; (iv) Object-oriented DBMS.   6+6

4. State the functions of the following SQL commands with suitable example for each: 2×6

   (a) CREATE; (b) ALTER; (c) INSERT; (d) UPDATE; (e) SELECT; (f) COMMIT.

5. (a) Define the following Index:

      (i) Unique Index; (ii) Clustered Index; (iii) Non-Clustered Index.

   (b) Define SQL schema.   4+8

6. Answer the following questions with example for each: 4×3

   (a) How to sort records in a table?

   (b) How to count records in a table?

   (c) How to delete a table from a database?

   (d) How to select all columns of a table?

7. Explain the functions of the following SET operators with example for each: 3×4
   (a) UNION
   (b) INTERSECT
   (c) UNION ALL
   (d) MINUS

8. (a) What are the tasks of a Database Administrator?

   (b) What are the primary activities of a maintenance procedure?   6+6

9. Explain the function of the following Relational Algebraic operators with example for each: 2×6

   (a) Selection

   (b) Projection

   (c) Cross Product

   (d) Union

   (e) Minus

   (f) Division

10. Explain three-tier Database architecture with a schematic diagram. 6+6

11. (a) Differentiate between nested and correlated subqueries.

    (b) Differentiate between DROP and TRUNCATE statements.

    (c) Differentiate between HAVING and WHERE statements.

    (d) How to prevent duplicate records while making a query? 3+3+3+3

12. Write short notes on the following: 6+6

    (a) Referential Integrity

    (b) CHECK Command

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