



Total No. of printed pages = 12

63/2 (SEM-3) MBA A.3, C.3, 3.7 (A,B)

2021

(held in 2022)

MBA

(Theory Paper)

Paper Code : MBA- A.3 (New)

(Marketing Banks And Financial Institutions)

Full Marks – 70

Time – Three hours

**The figures in the margin indicate full marks
for the questions.**

1. Write short notes on any *five* : 2×5=10

- (a) UPI**
- (b) Market Risks**
- (c) Foreign Exchange Risks**
- (d) Credit Risks**
- (e) Co-operative Banks**
- (f) Payment Banks**
- (g) Small Financial Banks.**

[Turn over

2. Answer any *five* of the following questions :

5×4=20

- (a) Discuss NBFCs in India.
- (b) Discuss Basel Norms.
- (c) Discuss credit risks management by banks.
- (d) Discuss Islamic banking.
- (e) Discuss the working of SHGs.
- (f) Classify banks in India.

3. Answer any *four* of the following questions :

7×4=28

- (a) Discuss the workings of SIDBI.
- (b) Discuss development banks in India.
- (c) How are NBFCs different from banks ?
- (d) Discuss NM-performing assets.
- (e) Discuss the functions of Commercial Banks in India.
- (f) Discuss financial inclusion in India.

4. Discuss the role of RBI in managing banks and financial institutions.

12

(Theory Paper)

Paper Code : MBA- C.3 (New)

(Services Marketing And Retail Management)

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks for the questions.

SECTION – A

1. Answer any *five* of the following questions :

2×5=10

- (a) What are non-professional services ?
- (b) Why is service perishable ?
- (c) What is relationship marketing ?
- (d) What is creative display ?
- (e) What is functional training ?
- (f) What is retail inventory ?

SECTION – B

2. Answer any *four* of the following questions :

5×4=20

- (a) When is service classified as highly tangible ? Illustrate with a suitable example.
- (b) Explain service trinities with examples.
- (c) How does recovery management help to retain valuable customers ?
- (d) What is a franchise store ? Discuss the types of franchise. 2+3=5
- (e) What is a store layout ? Discuss its types. 2+3=5

SECTION – C

3. Answer any *four* of the following questions :

7×4=28

- (a) What is service mix ? Suggest strategies for marketing of services in a banking institution. 2+5=7
- (b) What is service package ? Suggest a customised service package for entertainment services alongwith prices. 2+5=7

(c) Mrs. Anandi owns a bakery business which is very popular and successful in Orissa. Recently, she has expanded her bakery services in parts of West Bengal. Suggest some cost-effective ways of advertisement for creating awareness and interest in people of West Bengal.

- (d) Discuss the different types of non-store retailing.
- (e) Discuss the role of training in retail management. Explain the different methods of training for retail management. 3+4=7

SECTION – D

4. Case Study

Outsourcing is rapidly becoming popular among retailers. An increasing number of companies are showing interest in outsourcing transportation management to a TPL instead of handling it in-house. The third party logistics company, Ryder

System Inc. is one of the world's leading supply chain and transportation management solution vendor. In a move to enhance its global transportation procurement process and maximize customer savings and service, Rydex implemented the Optibid application (of logistics. com).

This E-procurement tool will allow Ryder to conduct rapid and seamless procurement of merchandise. E-procurement solutions reduce paper-based processes between buyers and suppliers, which often result in significant costs and longer business cycles. Optibid would also establish optimal transportation contracts for Ryder's transportation business. Ryder plans to further expand across other modes, including air, ocean and less-than truckload (LTL).

The Optibid solution has a transportation focus, unlike other e-procurement tools. It also allows for basic 'What if' scenario management in an online environment. The solution has the ability to achieve freight capacity easily, quickly and intelligently, thus enhancing customer service.

Optibid has helped make Ryder's supply chain solutions more efficient and responsive to the market needs. As a result, Ryder has improved its competitive position and increased sales.

Questions *all* are compulsory :

- (a) What do you understand by outsourcing ?
What are the reasons, you think, why Ryders solution outsourced some of its activities ?
2+4=6
- (b) How do you think Optibid solution provided Ryders solution with a competitive edge over its competitors ?
3
- (c) "It also allows for basic 'What if' scenario management in an online environment." Please analyse the statement.
3

(Theory Paper)

Paper Code : MBA-3.7 (A) (Old)

(Management of Financial Institutions)

Full Marks – 70.

Time – Three hours

The figures in the margin indicate full marks for the questions.

1. Write short notes on any *five* : 2×5=10
- (a) UPI
 - (b) Market Risks
 - (c) Foreign Exchange Risks
 - (d) Credit Risks
 - (e) Co-operative Banks
 - (f) Payment Banks
 - (g) Small Financial Bank.

123/63/2 (SEM-3) MBA A.3, C.3, 3.7 (A,B) (8)

2. Answer any *five* of the following questions : 4×5=20
- (a) Discuss NBFCs in India.
 - (b) Discuss Basel Norms.
 - (c) Discuss credit risks management by banks.
 - (d) Discuss Islamic banking.
 - (e) Discuss the working of SHGs.
 - (f) Classify banks in India.
 - (g) Discuss the workings of SIDBI.

3. Answer any *five* of the following questions : 8×5=40
- (a) Discuss development banks in India.
 - (b) How are NBFCs different from banks ?
 - (c) Discuss financial inclusion in India.
 - (d) Discuss NM-performing assets.
 - (e) Discuss the functions of Commercial Banks in India.
 - (f) Discuss Micro finance in India.
 - (g) Discuss the role of RBI in managing banks and financial institutions.

123/63/2 (SEM-3) MBA A.3, C.3, 3.7 (A,B) (9) [Turn over

(Theory Paper)

Paper Code : MBA-3.7 (B) (Old)

(Sales And Distribution Management)

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks for the questions.

SECTION – A

1. Answer any *five* of the following questions :

2×5=10

(a) Define sales presentation.

(b) What is sales follow up ?

(c) What is sales recruitment ?

(d) What is sales motivation ?

(e) What is marketing channel ?

(f) What is channel management ?

123/63/2 (SEM-3) MBA A.3, C.3, 3.7 (A,B) (10)

70

SECTION – B

2. Answer any *five* of the following questions :

4×5=20

(a) What is the importance of sales planning ?

(b) What are the processes in sales planning ?

(c) Discuss four types of sales training.

(d) How do job enrichment and job rotation impact a sales personnel motivation ?

(e) Discuss the roles of channel members.

(f) Discuss the criteria for selecting the right channel member.

SECTION – C

3. Answer any *five* of the following questions :

8×5=40

(a) What is sales quota ? What are the characteristics of a good sales quota ? Discuss any two methods of setting sales quota. 2+2+4=8

(b) Suggest the factors to be considered while recruiting a sales personnel.

123/63/2 (SEM-3) MBA A.3, C.3, 3.7 (A,B) (11) [Turn over

- (c) Explain the role of motivation in a sales job.
Discuss Maslow's hierarchy of needs theory
with a diagram. $2+6=8$
- (d) Distinguish between wholesalers and retailers.
Discuss the types of wholesalers. $5+3=8$
- (e) Discuss the elements of Channel Information
System in detail.
- (f) Explain the processes in personal selling.