

Total No. of printed pages = 13

63/2 (SEM-3) MBA A2, C2, 3.5(A,B)

2021

(held in 2022)

MBA

(Theory Paper)

Paper Code : MBA-A2 (New)

(Financial Services and Financial Markets)

Full Marks – 70

Time – Three hours

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

SECTION – A

1. Write short notes on any *five* : $2 \times 5 = 10$

(a) Operating lease

(b) Financial lease

(c) Venture capital

(d) Credit ring

[Turn over

- (e) Factoring
- (f) Prospectus
- (g) Merchant banking

2. Answer any *four* of the following : $5 \times 4 = 20$

- (a) Discuss financial markets.
- (b) Discuss the functions of the financial system.
- (c) State the role of stock exchange in the Indian financial system.
- (d) Elaborate money market instruments.
- (e) Discuss Leasing.
- (f) Distinguish between Bank rate and Repo rate.

3. Answer any *four* of the following : $7 \times 4 = 28$

- (a) Discuss the different types of mutual funds in India.
- (b) State the Credit Rating symbols for debt instruments.
- (c) Discuss the differences between factoring and forfeiting.

(d) Compare loans and lease as a means of asset financials.

(e) Discuss the role of venture capital in the Indian financial system.

(f) Discuss the insurance industry in India.

4. Discuss the role of SEBI in the Indian financial system.

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(Theory Paper)

Paper Code : MBA-C.2 (New)

(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 : $2 \times 5 = 10$

- (a) What is a sales quota ?
- (b) What is a sales contest ?
- (c) What do you understand by a sales force size ?
- (d) What is a zero level channel ?
- (e) What is wholesaling ?
- (f) What is channel information system ?

SECTION – B

2. Answer any *four* of the following : $5 \times 4 = 20$

- (a) What is a sales territory ? Discuss the criteria for an adequate territory design. $1 + 4 = 5$
- (b) Explain the types of sales training program.

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(c) Explain how expectancy theory of motivation can impact on sales performance.

(d) How is a person with competitor personality motivated for better sales performance ?

(e) Who are the key constituents of a marketing channel ? Explain the role of channel members. $1 + 4 = 5$

SECTION – C

3. Answer any *four* of the following : $7 \times 4 = 28$

- (a) What is sales planning ? Explain the processes in a sales planning. $1 + 6 = 7$
- (b) Explain the selection processes of a sales recruitment.
- (c) Explain the components of a sales training program.
- (d) What is a channel structure ? Suggest some effective criteria to be considered to select right channel member. $2 + 5 = 7$
- (e) Discuss the elements of channel information system.

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SECTION – D

4. Case Study :

Cardinal Health is a health care distribution behemoth that dominates the health care industry in the US. Cardinal and other large health care distributors thrive due to the unique characteristic of the health care sector in the US. While there are large pharmaceutical and medical equipment manufacturers, the buyers (like small clinics, pharmacies and doctor's surgeries) are often small and fragmented. In the health care industry, a typical buyer has to purchase several different categories of drugs, and medical supplies (such as X-ray films and bandages) from several hundred suppliers. Given the nature of these supplies, a small health care facility cannot operate if any of these supplies are under-stocked. Further, most of these customers lack warehousing facilities and inventory management skills. Hence the need for a large wholesaler who could provide a one-stop shop for all these customers is very compelling.

According to industry experts in 2002, healthcare distributors saved the health care system more than

\$146 billion each year by maximizing the economies, and simplifying distribution. It was also estimated that in the absence of health care distributors, there would be about 4 billion additional transactions between pharmacies and pharmaceutical companies. Cardinal Health provides sales and credit functions for the large pharmaceutical companies whose expertise lies more with the development of products than their distribution. For drug retailers and hospitals, Cardinal provides warehousing facilities and manages their inventory productively. In 2011, the Ohio based firm had a sales turnover of about \$25 billion and employed more than 30,000 people worldwide. It is estimated that almost a third of all the health care related products in the US were sold through the Cardinal logistics system.

In fact, Cardinal Health has expanded vertically in both directions. Cardinal Health's services go beyond just distribution of health care products. It helps to manage entire pharmacies and provide automated pharmaceutical deliveries for 4 million patients daily. Cardinal Health also manufactured and packaged several health care products such as gloves and surgical instruments.

Questions : (All are compulsory)

- (a) How has Cardinal Health been able to provide a one-stop shopping experience to its customers? 3
- (b) Make an analytical study of the case on the basis of SWOT analysis. 4
- (c) "Cardinal Health services goes beyond just distribution of health care products". Explain the statement from the case. 5

(Theory Paper)

Paper Code : MBA-3.5(A) (Old)

(Financial Services and Financial Markets)

Full Marks – 70

Time – Three hours

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

1. Write short notes on any *five* : $2 \times 5 = 10$
- (a) Operating lease
 - (b) Financial lease
 - (c) Venture capital
 - (d) Credit rating
 - (e) Factory
 - (f) Prospectus
 - (g) Merchant banking.
2. Answer any *five* of the following : $4 \times 5 = 20$
- (a) Discuss financial markets.
 - (b) Discuss the functions of the financial system.

(c) State the role of stock exchanges in the Indian financial system.

(d) Elaborate money market invests.

(e) Discuss leasing.

(f) Discuss hire purchase.

(g) Distinguish between Bank rate and Repo rate.

3. Answer any *five* of the following : $8 \times 5 = 40$

(a) Discuss different types of mutual funds in India.

(b) State the credit money symbols for debt instruments.

(c) Discuss credit rating in India.

(d) Discuss the differences between factoring and forfeiting.

(e) Compare loans and lease as a means of asset financing.

(f) Discuss the role of venture capital in the Indian financial system.

(g) Discuss the role of SEBI in the Indian Financial system.

(Theory Paper)

Paper Code : MBA-3.5(B) (Old)

(Services Marketing)

Full Marks – 70

Time – Three hours

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

SECTION – A

1. Answer any *five* questions : $2 \times 5 = 10$

(a) What do you understand by marketing of services ?

(b) What are consumer services ?

(c) What are business to business services ?

(d) What is a service product ?

(e) What is service quality ?

(f) What is advertising of services ?

SECTION – B

2. Answer any five questions : $4 \times 5 = 20$

- (a) What are the various reasons for growth in services ?
- (b) Discuss the importance of marketing of services.
- (c) Discuss the different types of facilitating services.
- (d) What are the different types of enhancing supplementary services ?
- (e) State four strategies to maintain / improve service quality.
- (f) What are the various broadcast media used for services advertisement ?

SECTION – C

3. Answer any five questions : $8 \times 5 = 40$

- (a) Discuss the nature and objectives of services.
- (b) What are the different stages of service consumer behaviour ? Discuss the factors influencing service consumer behaviour.

$4 + 4 = 8$

(c) Describe any two broad classification of services.

(d) What are capacity constraints ? How to match demand with capacity ? $2 + 6 = 8$

(e) What is service quality gap ? What are the reasons behind it ? $2 + 6 = 8$

(f) Define relationship marketing with example. What are the advantages of relationship marketing ? $3 + 5 = 8$