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

2022

(Held in 2023)

MBA

(Theory Paper)

Paper Code : MBA A.2

(Financial Services and Financial Markets)

Full Marks - 70

Pass Marks - 28

Time - Three hours

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

SECTION - A

1. Answer any *five* questions :

2×5=10

- (a) State the meaning of earnings yield.
- (b) What do you understand by Deflation ?
- (c) What do you understand by Authorised Dealers in Foreign exchange market ?
- (d) State the meaning of financial services.

[Turn over

(e) What is Net Asset Value in the context of mutual funds ?

(f) What is Factoring ?

(g) What is Hire purchase ?

### SECTION - B

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

(a) Discuss the Classical theory of interest.

(b) Discuss briefly about exchange rate.

(c) Discuss the features of Equity shares.

(d) Briefly discuss the meaning of Financial lease.

(e) Discuss the types of factoring.

(f) What is Merchant banking ? State the objectives of merchant banks.  $2+3=5$

### SECTION - C

3. Answer any four questions :  $7 \times 4 = 28$

(a) Discuss the policy reforms in financial sectors of India. 7

(b) What is Capital market ? State the differences between primary capital market and secondary capital market.  $3+4=7$

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(c) Discuss the role of Reserve Bank of India in the Indian economy. 7

(d) Discuss the differences between Lease and Hire purchase. 7

(e) What is an Insurance ? State its contribution in economic development.  $3+4=7$

(f) Discuss in detail the significance of Mutual funds. 7

4. Compulsory question :  $12 \times 1 = 12$

(a) Discuss in detail the money market instruments traded in the Indian money market.

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(Theory Paper)

Paper Code : MBA C.2

(Sales and Distribution Management)

Full Marks-70

Pass Marks - 28

Time - Three hours

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

### SECTION - A

1. Answer any *five* questions from the following :  
2×5=10

- (a) What is a sales territory ?
- (b) What is an expense quota ?
- (c) What is a sales meeting ?
- (d) What is a straight compensation plan ?
- (e) What is a follow up sales training ?
- (f) What are channel intermediaries ?
- (g) What are push and pull marketing ?

### SECTION - B

2. Answer any *four* questions from the following :  
5×4=20

- (a) Explain the importance of Sales planning.
- (b) Explain the methods of setting sales quota.
- (c) Discuss the performance classified into various standards with examples.
- (d) Discuss Job design theories.
- (e) Discuss the functions of marketing channel.
- (f) Explain International marketing channels with the help of a flow-chart.

### SECTION - C

3. Answer any *four* questions from the following :  
7×4=28

- (a) Discuss the process in Personal selling. 7
- (b) Discuss the criteria for salesforce performance evaluation. 7
- (c) Discuss the methods of salesforce evaluation. 7
- (d) Explain the components of a sales training program. 7
- (e) Explain the process of Channel management.
- (f) Who are wholesalers ? What are the functions of wholesalers ? 2+5=7

## SECTION – D

### 4. Compulsory question:

12

Mrs. Sen owns a small cosmetic business firm. Her firm manufactures haircare, skin-care and beauty products which she sells online. She does not have any physical retail store. After building a good customer base in her State, now she wants to make her products available in the physical stores as well as outside her State boundary. In this context, suggest a distribution plan for her products within and outside the State both virtually and physically.