



UNIVERSITY OF NORTH BENGAL
BBA Honours 5th Semester Examination, 2020

DSE1-BBA

Full Marks: 60

ASSIGNMENT

The figures in the margin indicate full marks.

**The question paper contains paper 5HB, 5FA, 5MA and 5HA.
The candidates are required to answer any *one* from *three* papers.
Candidates should mention it clearly on the Answer Book.**

PAPER-5HB

HUMAN RESOURCE DEVELOPMENT

Answer any *two* assignments

30×2 = 60

1. "Human Resource Development has evolved along the years". Bring out the evolution of HRD in India. Discuss the present environment of HRD in India. 15+15=30
2. (a) "Training programmes are helpful to avoid personnel obsolescence". Discuss. 15+15=30
(b) Explain how the effectiveness of a training programme can be evaluated.
3. (a) "Performance appraisal is not merely for appraisal but is for accomplishment and improvement of performance." Discuss. 15+15=30
(b) "Performance appraisal should be a two-way street. Supervisors evaluate their subordinates and subordinates should evaluate their supervisors". Do you agree or disagree? Discuss.

PAPER-5FA

CORPORATE ACCOUNTING

Answer any *two* assignments

30×2 = 60

1. What are the circumstances in which there may be a need for valuation of shares or a Joint Stock Company? How will you determine the intrinsic Value of one equity share of a Joint Stock Company? Explain with the help of an illustration. 12+8+10
2. What is Forfeiture of Shares? What are the legal requirements necessarily followed by the Board before forfeiture of Shares? Show Journal entries for recording Forfeiture and Reissue of Forfeited Shares. 6+12+12

3. What are the features of Debentures and Preference Share? Describe the various methods for Redemption of Debentures with illustrations. State how will you deal with loss on issue of Debentures in the books of Accounts. 6+14+10

PAPER-5MA
MARKETING OF SERVICES

Answer any two assignments

30×2 = 60

1. (a) “Compared to goods, the marketing for services is different in its own kind.” How would you define about the uniqueness of service marketing in this globalised economy? 15+15=30
(b) “Market has variety of offers ranging from pure goods to pure services.” Discuss.
2. Suppose you are a service marketer of a Hotel business located in an urban area, how would you implement the service marketing mix to attract customers in this pandemic situation? 30
3. (a) “The best measure of service quality is customer-based approach.” How to understand the customer satisfaction via the Gap Model of service quality? 12+18=30
(b) Kingfisher Airlines had been providing service to the customers at a great pace in the aviation industry. However the company had to shut down its operation as the license was cancelled. How would you relate their operation with the Service Life Cycle?

PAPER-5HA
LABOUR LEGISLATION

Answer any two assignments

30×2 = 60

1. The Constitution of India has several articles on ensuring welfare for labour workforce in industries in India. In the context detail out the provisions given in the constitution for (a) Social Security (b) Working Conditions (c) Living Wages and (d) Workers Participation in Management. $7\frac{1}{2} \times 4 = 30$
2. As per the Factories Act what are the measures to be taken by factories for health, safety and welfare of workers? Illustrate your answer by giving a real life example from a factory and list out the measures they actually take for health, safety and welfare of workers. 30
3. What are the provisions for (a) hours and limitations of employment and (b) leave with wages under the Plantation Labour Act, 1951? Illustrate your answer by giving a real life example from a tea company to examine whether these provisions are followed. 30

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