



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

DSE2-BBA

Full Marks: 60

ASSIGNMENT

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.
All symbols are of usual significance.*

**The question paper contains paper 5MC, 5MB, 5HC, and 5FB
The candidates are required to answer any *one* from *four* papers.
Candidates should mention it clearly on the Answer Book.**

5MC

Product and Brand Management

Answer any *two* assignments

30×2 = 60

1. 'Brand extension is the common phenomenon in the brand market' — Illustrate the need for brand extension. In support of your answer discuss an example of a fast moving consumer brand which has been successfully extended by the company to other product lines. 12+18=30
2. (a) Pick up a product of your choice from consumer durables. Identify the stages of PLC of the product and discuss implications for product planning and product innovation to ensure sustainability of the product using PLC. 18+12=30
(b) For a mature product category like cooking oil, how would you use the PLC to plan your future investment or divestment in the product category?
3. Explain the matrix that you would be using it for '*Product Positioning*' and its potential in respect to its competitors in the market. Do you think that *celebrity endorsement* is always effective to the consumers and if not support your answers with practical examples. What are the major steps taken for '*New Product Development*' and explain its importance in the *market segmentation*. 30

5MB

Consumer Behaviour

Answer any *two* assignments

30×2 = 60

1. Discuss the main influences on consumer behaviour and provide examples to support your recommendations. Explain how models of consumer behaviour can contribute to the development of *marketing campaigns*. Do you think that the *Maslow's hierarchy of needs* also follows the same pattern in the practical life, 30

support your answers with the real examples that the people operate in their practical life. Explain the formation of an *Attitude* in a person and how does it play a multidimensional role in the life of a person.

2. What do you think by the term '*Culture*' and how does it influence the behavior of a consumer and impact its life? According to your perception, what are the different types of reference groups and those important factors affecting this reference group? Does this influence also have an impact on the products and brands? Support your answer with examples. Identify the main influence on *perception* and highlight how they can have an *impact on the effectiveness* of marketing campaign. 30
3. Outline a model of buyer behaviour and use the appropriate components of the model to explain the following buyer behaviour. 10+(5×4)=30
- (i) Some consumers shop in a broad variety store, whereas others stick to a few known stores.
 - (ii) Some products are purchased after extensive searching whereas others are bought at a moment's notice.
 - (iii) Two people are exposed to the same ad one notices and process the ad, while other is unaware of its existence.
 - (iv) People differ in readiness to try new products.

5HC

Organizational Development

Answer any *two* assignments

30×2 = 60

1. (a) What is Organizational Development? Explain the goals and objectives of Organizational Development with suitable examples. 5+10
- (b) 'Organizational Development is all about change.' Explain how the Organizational Development helps in bringing about desirable change in a business organization. 15
2. 'A theory of planned change is a framework or model which describes the different stages and activities that must take place to initiate carry out successful organizational change.' In this context **explain with a suitable example** the stages and activities involved in Lewin's Change Model of planned change. 30
3. ABC Ltd. is in needs of a Professional Organizational Development Practitioner. You are entrusted with the responsibility of identifying an Organizational Development Practitioner and entering into an Organizational Development relationship on behalf of the company. Briefly discuss the activities that you would undertake for entering into an Organizational Development relationship. Also explain the competencies you would be looking for in the Organizational Development Practitioner. 30

5FB

Financial Markets and Institutions

Answer any two assignments

30×2 = 60

1. “Well functioning financial system are important in achieving sustained economic growth. They play a crucial role in channelizing household savings into the corporate sector and allocating investment funds among them” — Fukui Toshihiko.

On the backdrop of the above you are required to discuss the following:

- (i) What is the role of a financial system on the development of a country’s economy? 15+15=30
- (ii) Discuss the major reforms undertaken by India during post-liberalisation period to strengthen its financial system.

2. Sunshine Infra & Steel Ltd. is a leading manufacturing company in Steel. To meet an export order, it requires a short-term loan of ₹ 25 crore. The General Manager of that company has approached you for advice. You as a financial advisor of that company have suggested that the company should raise funds by issuing Commercial Papers. The General Manager is still in favour of a second thought.

You are required to:

- (i) Explain your General Manager the benefit of issuing of Commercial Paper for raising short-term fund. 10+10+10
- (ii) What are the RBI guidelines (Amended) and the procedures of issue, Sunshine Infra & Steel Ltd. has to follow in this regard?
- (iii) What factors you think are responsible for the underdeveloped Commercial Paper markets in India?

3. Recently a lot of re-structuring in the cement industry in India took place. For example: Gujrat Ambuja acquired large stake of ACC, Aditya Birla’s Ultra Tech cement division of Jaiprakash Associates, Nirma acquired Lafarge India and so on. The re-structuring of these companies were made with the help of Merchant Bankers.

In light of this you are required to discuss the following:

- (i) Discuss in detail, the major services provided by the Merchant Bankers in India. 20+10=30
- (ii) What are the aspects that a merchant banker should examine while advising the client for capital re-structuring through merger and acquisition?

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