

2019

BUSINESS ADMINISTRATION — HONOURS**Tenth Paper****(Group - A)****(Marketing and International Business)****Full Marks : 50***The figures in the margin indicate full marks.**Candidates are required to give their answers in their own words as far as practicable.*Answer **question no. 1** and **any three** questions from the rest.

1. (a) Differentiate between 'Societal Concept' and 'Marketing Concept' using appropriate examples.
(b) Explain the S-T-P concept using an example. 7+7
2. (a) Distinguish between 'convenience products', 'shopping products' and 'speciality products' using suitable illustrations.
(b) How do the following factors influence consumer buying decisions? Explain briefly using examples.
(i) Culture and sub-culture
(ii) Reference groups. 6+6
3. (a) How is 'penetration pricing' strategy different from 'skimming pricing' strategy?
(b) Explain the relevance of branding in present day marketing scenario. 6+6
4. (a) Explain 'zero level', 'two level' and 'three level' channel arrangements as applicable in the case of consumer products using suitable examples.
(b) What are the different methods of allocating the advertising budget? 6+6
5. (a) Explain the Delphi technique of sales forecasting.
(b) What do you understand by 'Psychographic Segmentation'? Use an appropriate example. 6+6
6. Write short notes on (**any two**) : 6×2
(a) Marketing Research Process
(b) Distinctive characteristics of services
(c) Types of Channel Conflict
(d) Promotion mix.

2019

BUSINESS ADMINISTRATION — HONOURS

Tenth Paper

(Group - B)

(International Business)

Full Marks : 50

*The figures in the margin indicate full marks.**Candidates are required to give their answers in their own words as far as practicable.*Answer **question no. 1** and **any three** questions from the rest.

1. (a) Distinguish between 'International Business' and 'Domestic Business'.
(b) Critically examine Michael Porter's Diamond Model of international business. 7+7
2. (a) "The impact of globalisation can be positive as well as negative". Explain the statement in the context of international business.
(b) "Quota is considered worse than tariff". Rationalise the statement. 6+6
3. (a) Discuss the main benefits derived from FDI with special reference to the developing nations.
(b) How will you differentiate between 'Licensing' and 'Franchising'? 6+6
4. (a) Analyse the role of WTO as a promoter of international trade.
(b) Explain the various types of lending facilities provided by I.M.F. 6+6
5. Define an MNC. What are the advantages and disadvantages of MNCs from the host country perspective? 3+9
6. Write short notes on (**any two**) : 6×2
 - (a) FDI vs FPI
 - (b) Dumping
 - (c) Turnkey Projects
 - (d) TRIPS and TRIMS
 - (e) Strategic Alliance.