

- (d) What is the difference between fixed and floating interest and which one is better?
- (e) Explain the principles of insurance.
- (f) Explain the concept of venture capital in brief.

**GROUP-C**

6. Answer any *four* questions: 3×4 = 12
- (a) Discuss the functions of depositories services.
  - (b) What are the services rendered by investment banks?
  - (c) Mention the benefits of leasing.
  - (d) Enumerate the features of forfaiting.
  - (e) How does life insurance differ from general insurance?
  - (f) What are the roles of IRDA in Insurance?

**PAPER-6MB**

**DISTRIBUTION AND RETAIL MANAGEMENT**

**GROUP-A**

Answer any *two* questions from the following 12×2 = 24

- 1. What do you mean by merchandising? Explain the objectives of CRM in retail management.
- 2. Discuss the impact of economic and sociological changes on the evolution of retail management.
- 3. What are the factors that are to be considered while setting up a distribution channel in an international market? Explain with proper example.
- 4. (a) Write a short note on importance of Warehousing and Distribution.  
(b) Discuss the principles followed in the selection of distribution channel.

**GROUP-B**

5. Answer any *four* questions: 6×4 = 24
- (a) Personal selling is suitable for the company marketing consumer products with a poor brand loyalty — Discuss.
  - (b) Critically evaluate the various methods of sales forecasting to be used for industrial as well as consumer goods.

- (c) What do you mean by primary and secondary distribution channel partners? How are they different from each other?
- (d) What are the advantages and disadvantages of value-based pricing?
- (e) What is store layout? Explain the important types of store layout.
- (f) Explain the importance of sales forecasting in the context of distribution management.

**GROUP-C**

6. Answer any *four* questions: 3×4 = 12
- (a) What is distribution management?
  - (b) Explain types of sales organization.
  - (c) Distinguish between distributor and wholesaler.
  - (d) Define retail management.
  - (e) What is sales forecasting?
  - (f) Define Sales Promotion factors.

**PAPER-6HB**

**DISCIPLINE AND GRIEVANCE MANAGEMENT**

**GROUP-A**

Answer any *two* questions from the following 12×2 = 24

- 1. Briefly outline the features of grievance procedure and the steps involved in it.
- 2. What are the different legislations enacted by the government of India to deal with the grievance of the employees?
- 3. Discuss the principles to be followed to maintain discipline in work environment.
- 4. Briefly discuss the following methods of punishments:
  - (a) Written Reprimand
  - (b) Dismissal
  - (c) Suspension.

**GROUP-B**

5. Answer any *four* questions: 6×4 = 24
- (a) Write down the basic elements of grievance redressal.
  - (b) Explain the procedure for taking disciplinary action.