



Code No. : **9018**

FACULTY OF MANAGEMENT
M.B.A. III Semester Examination, Dec. 2012/Jan. 2013
INVESTMENT MANAGEMENT
Course No. 3.4.1 (F)
Elective – I (Finance)
(Major – I Area)

Time: 3 Hours]

[Max. Marks: 80

SECTION – A

(10×2=20 Marks)

Note : Answer **all** the questions :

1. a) What are the sources of investment information ?
- b) What is technical analysis ?
- c) State types of Bonds.
- d) What is Macaulay's duration ?
- e) State features of common stock.
- f) How to compute stock indices ?
- g) What is minimum variance portfolio ?
- h) State assumptions of CAPM.
- i) State types of mutual funds.
- j) How to evaluate portfolio performance.

SECTION – B

(5×12=60 Marks)

Note : Answer **all** the questions :

2. a) What is risk and explain various types of risks in investment decision.
- OR**
- b) Explain the significance and components in fundamental analysis.



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3. a) Explain various approaches towards bond valuation.

OR

b) Calculate the value and duration for the following bonds assuming a YTM of 8% for both ABC and XYZ.

Bond	Years of Maturity	Annual Interest	Maturity Value
ABC	10	₹ 80	₹ 1,000
XYZ	15	₹ 65	₹ 1,000

4. a) Explain the significance and problems in constructing security market indexes.

OR

b) The equity share of a company sells for Rs. 23 per share and the anticipated growth rate in dividends is Rs. 10.5 percent. In the current year it has paid a dividend of Rs. 2.50 per share.

a) What is the expected rate of return ?

b) If the investor requires a 17% return, should he purchase the stock ?

5. a) Explain the significance and application of Markowitz portfolio theory.

OR

b) After a thorough analysis of both the aggregate stock market and the stock of XYZ company, you develop the following opinion :

Economic Conditions	Likely Returns (%)		Probability
	Aggregate Market	XYZ	
Good	16	20	0.4
Fair	12	13	0.4
Poor	3	- 5	0.2

At present the risk-free rate is equal to 7%. Would all investment in XYZ be rise ?



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6. a) Discuss the regulatory frame work for mutual funds investment system in India.

OR

- b) Six portfolios experienced the following results during a seven year period :

Portfolio	Average Annual Return (%)	Standard Deviation (%)	Correlation with Market
A	18.6	27.0	0.81
B	14.8	18.0	0.65
C	15.1	8.0	0.98
D	22.0	21.2	0.75
E	– 9.0	4.0	0.45
F	26.5	19.3	0.63
Market	13.0	12.0	–
Risk Free Rate	9.0	–	–

Rank these portfolios using Sharpes and Treynor's methods.



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FACULTY OF MANAGEMENT
M.B.A. III Semester Examination, Dec. 2012/ Jan. 2013
COMPENSATION MANAGEMENT
Course No. 3.5.1 (HR) Elective – I (HRM)
Major – I (Area)

Time: 3 Hours]

[Max. Marks: 80

Instruction : Answer **all** the questions.

SECTION – A

I. Write short notes on the following :

(10×2=20 Marks)

- 1) a) Non-financial compensation
- b) Rewards
- c) Seniority pay
- d) Job analysis
- e) Team based pay
- f) Pay structure
- g) Fringe compensation
- h) Employee services
- i) Flexible work place
- j) Repatriates.

SECTION – B

II. Answer **all** questions :

(5×12=60 Marks)

- 2) a) Explain the various compensation dimensions.

OR

- b) Discuss the 3 – P compensation concept.

- 3) a) Discuss on Aligning Compensation strategy with Human Resource Strategy.

OR

- b) Write about linking merit pay with competitive strategy.



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4) a) Describe legally required benefits of employee benefit management.

OR

b) Explain funding benefit through VEBA.

5) a) Describe designing pay for knowledge program.

OR

b) Write about employee benefits and employee services.

6) a) Explain executive compensation packages of a large organisation.

OR

b) Discuss strategic issues and choices in using contingent and flexible workers.

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FACULTY OF MANAGEMENT
M.B.A. III Semester (New) Examination, Dec. 2012/Jan. 2013
Course No. 3.6.1 (M) : PRODUCT AND BRAND MANAGEMENT
Elective – I (Marketing)
(Major – I Area)

Time: 3 Hours]

[Max. Marks: 80

SECTION – A

(10×2=20 Marks)

1. Write short notes on :

- a) Product line
- b) Brand re-positioning
- c) New product
- d) Integrative growth
- e) DESIGNR
- f) Prototype product
- g) Concept testing
- h) Early adopters
- i) PREFMAPS
- j) Marketing mix.

SECTION – B

(5×12=60 Marks)

2. a) How do you develop product mix capable of optimizing the results of a company ?

OR

b) Explain brand positioning strategies in respect of toilet soaps in India.

3. a) Explain the process of new product development.

OR

b) How do you use risk return analysis in the development of product portfolio ?



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4. a) What is the role of R and D in new product development ?

OR

b) What are the sources of new ideas ? How ideas are screened ?

5. a) How do you analyze structure of a consumer markets ?

OR

b) Explain Wind Robertson market model.

6. a) What are the six guiding principles of product launching ?

OR

b) What are the organization structures for product management ?

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