

Note: Answer all questions.**PART – A** (10x2=20 Marks)

1. Write short notes on the following:

- (a) Exchange Rate Risk
- (b) Call option
- (c) Currency Swap
- (d) Interest Rate Risk
- (e) Derivatives
- (f) Intrinsic value
- (g) Hedgers
- (h) Hedge ratio
- (i) Clearing House
- (j) Speculators

PART – B (5x12=60 Marks)

2.(a) Explain the nature and scope of Risk in modern corporates.

OR

(b) Briefly explain the role of value at Risk reporting process.

3.(a) Explain the role of value at risk (VAR) and cash flow at Risk (CAR) in Investment decisions.

OR

(b) Give an account of RBI guide lines of Asset liability management.

4.(a) What are derivatives? Explain the role of derivative securities in minimizing the Risk.

OR

(b) What is optimal hedge ratio? How can it be determined?

5.(a) Explain how Interest rate swap can be used by a fixed income portfolio manager to control Risk or improve return.

OR

(b) Companies X and Y have been offered the following rate per annum on a Rs.5,00,000 loan for 10 years

Company	Fix Rate	Floating Rate
X	7.0%	LiBOR + 0.5%
Y	8.8%	LiBOR + 1.5%

Company X requires a floating rate loan and company Y requires a fixed rate loan. Design a swap that net a bank acting as intermediary at 0.2% per annum and which will be equally attractive to X and Y.

6.(a) Explain the difference between buying call and put options. What are the rights and obligations of the holders of long and short positions in them.

OR

(b) A share price is currently at Rs.50 Assume that at the end of six months it will be either Rs.60 or Rs.42. The risk free rate of interest with continuous compounding is 12% per annum. Calculate value of a 6 month European call option the stock with exercise price of Rs.48.

Note: Answer all questions.

PART – A (10x2=20 Marks)

1. Write short notes on the following:
 - (a) Performance appraisal Vs. Performance management
 - (b) Results approach to measuring performance.
 - (c) Attribution Theory
 - (d) Critical incidents work sheet
 - (e) Performance loop
 - (f) Performance audit
 - (g) Competency gap
 - (h) Balanced Score Card
 - (i) Smart Pyramid
 - (j) Mager and Pipes trouble shooting model

PART – B (5x12=60 Marks)

- 2.(a) Describe the performance management process and explain its concerns and benefits.

OR

- (b) Analyse the impact of HRM practices on the performance of employees.

- 3.(a) What is 360 degree appraisal? Explain its disadvantages and advantages.

OR

- (b) Critically examine the importance and role of performance review and performance analysis.

- 4.(a) Explain the performance shaping factors with appropriate examples.

OR

- (b) Analyse the impact of Performance Management on line managers and employees.

- 5.(a) Explain the performance, competence, and contribution related pay models.

OR

- (b) Describe competency assessment and explain its purpose and benefits.

- 6.(a) Explain Performance Measures Pyramid and discuss the steps involved in designing metrics.

OR

- (b) Explain:
 - (i) Spangerber's Integrated Model of Performance Management and
 - (ii) Sears Model of organizational performance

Note: Answer all questions.

PART – A (10x2=20 Marks)

1. Write short notes on the following:
 - (a) Problem solving behaviour
 - (b) Attitude behaviour relationship
 - (c) Conditioning
 - (d) Information retention
 - (e) Cross cultural marketing practices
 - (f) What is personality?
 - (g) Post - purchase behaviour
 - (h) Decision making process
 - (i) List out Generic models of consumer behaviour
 - (j) Consumerism

PART – B (5x12=60 Marks)

- 2.(a) What are the internal determinants of consumer behaviour ? Explain.

OR

- (b) "The study of consumer behaviour is vital for Markets". Explain with examples.

- 3.(a) Discuss important aspects of information processing theory.

OR

- (b) What are the marketing implications of learning principles? Explain.

- 4.(a) Explain how family and household factors influence the buying behaviour of a consumer.

OR

- (b) What is the influence of cultural and sub-cultural aspects on the consumer behaviour?

- 5.(a) Explain the different models of consumer in relation to the consumer buying decisions.

OR

- (b) Discuss various steps involved in purchase decision process.

- 6.(a) Elucidate the Howard and Sheth model of consumer behaviour with an illustration.

OR

- (b) Critically analyse various contemporary models of consumer behaviour.
