

Code No. 2018

**FACULTY OF MANAGEMENT**  
**M.B.A. III - Semester Examination, December 2014**

**Subject: Investment Management**  
**Course No. 3.4.1 (Finance)**  
**Elective : I (Finance)**  
**(Major - I: Area)**

Time : 3 Hours

Max. Marks: 80

**Part – A (10 x 2 = 20 Marks)**

- 1 Answer **all** the questions.
- (a) Investment Vs. Speculation
  - (b) Risk-Return trade-off
  - (c) Yield-to-maturity (YTM)
  - (d) Bond Duration
  - (e) Stock market indices
  - (f) Price-Earnings multiple
  - (g) Markowitz diversification
  - (h) Security Market Line (SML)
  - (i) Net Asset Value (NAV)
  - (j) Reward-to-Volatility index

**Part – B (5 x 12 = 60 Marks)**

Answer **all** the questions.

- 2 (a) What is Investment? Explain the different factors to be considered in investment decision.
- OR**
- (b) What are the objectives of investment analysis? Discuss the nature and importance of fundamental analysis.
- 3 (a) Explain the features and types of debt instruments. Examine the factors affecting returns on debt instruments.
- OR**
- (b) A Rs.1000 par value bond bears a coupon rate of 14% and matures after 10 years. Interest is payable semi-annually. Compute the value of the bond if the required rate of return is 16%. Determine the yield-to-maturity if it is purchased for Rs.1100 and is held till its maturity by an investor.
- 4 (a) What are the basic features of common stock? Briefly explain the dividend capitalization models of common stock valuation.
- OR**
- (b) The current dividend on an equity share of Profile Limited is Rs.4.00. Profile Limited is expected to enjoy an above-normal growth rate of 16% for 6 years. Thereafter the growth rate will fall and stabilize at 10%. Equity investors require a return of 16% from Profile's stock. What price you would like to place on the stock of the Profile Limited?

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- 5 (a) What is an efficient frontier? How does it establish an optimum portfolio?

**OR**

- (b) The expected returns and betas are given below for three stocks.

Stock	Expected Return	Expected Beta
Hero	16%	1.25
Icon	18%	0.95
Jack	24%	1.40

Assume risk-free return as 9%, and market return as 15 %. Determine which stock(s) are undervalued? Overvalued?

- 6 (a) Describe the role of SEBI in regulation of mutual funds and investors protection in India.

**OR**

- (b) Reliance Mutual Fund (RMF), Treasury Bills (T-Bills) and Sensex have had the following returns over the past five years:

Year	RMF	T-Bills	Sensex
2006	8.4%	6.0%	6.0%
2007	-6.0%	10.8%	-4.80
2008	15.6%	8.4%	12.0%
2009	13.2%	7.2%	10.8%
2010	18.0%	9.6%	14.4%

Evaluate the performance of RMF using Jensen's differential index and comment on the result.

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**FACULTY OF MANAGEMENT**  
**M.B.A. III – Semester Examination, December 2014**

**Course No. 3.5.1 (HR)**  
**Compensation Management**  
**Elective – I (HRM) (Major – I Area)**

**Time: 3 Hours****Max.Marks: 80**

**Note: Answer all the questions.**  
**PART – A (10 x 2 = 20 Marks)**

- 1 Write short notes on:
- Compensation
  - Reward system
  - Traditional pay system
  - Team based pay
  - Job analysis
  - Knowledge programme
  - Employee benefits
  - Benefit programme
  - Flexible work force
  - Compensation for repatriates.

**PART – B (5 x 12 = 60 Marks)**  
**Answer all the questions.**

- 2 (a) Explain the system of compensation and its role in organization.  
**OR**  
(b) What are various non-financial compensation systems? Explain.
- 3 (a) What are the bases for traditional pay system?  
**OR**  
(b) How could you integrate compensation strategy with HR strategy?
- 4 (a) Explain the steps in building internally consistent compensation system.  
**OR**  
(b) How do you construct different types of pay structure? Explain.
- 5 (a) Explain various components of employee benefits.  
**OR**  
(b) Explain the significance of totally integrated employee benefit programme.
- 6 (a) What are various packages available for executive compensation? Explain.  
**OR**  
(b) What are the strategic issues in using contingent and flexible workers?

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Code No. 2020

**FACULTY OF MANAGEMENT**  
**M.B.A. III - Semester Examination, December 2014**

**Subject: Product and Brand Management**  
**Course No. 3.6.1 (N)**  
**Elective: I (Marketing)**  
**(Major - I: Area)**

**Time: 3 Hours**

**Max. Marks: 80**

**Part – A (10 x 2 = 20 Marks)**

- 1 Answer **all** the questions.
- (a) Product Innovation
  - (b) Product range
  - (c) Product - Repositioning
  - (d) Prototype – product
  - (e) Brand Loyalty
  - (f) Brand Image
  - (g) Brand Extension
  - (h) Family brand
  - (i) Test marketing
  - (j) Product architecture

**Part – B (5 x 12 = 60 Marks)**

Answer **all** the questions.

- 2 (a) Explain the role of product focused organization in modern marketing.  
**OR**  
(b) Describe the brand management practices.
- 3 (a) Explain the Generic product development process.  
**OR**  
(b) Describe the BCG models of product portfolio analysis.
- 4 (a) Explain the role of R & D in the development of different product maps.  
**OR**  
(b) Describe the product concept generation, concept selection and concept testing.
- 5 (a) Describe the significance of branding in product management.  
**OR**  
(b) What is preference segmentation? Explain perceptual mapping and preference choice models and BRANDAID models.
- 6 (a) State the six guiding principles of product launching.  
**OR**  
(b) Explain the concepts of pre-testing, test marketing and marketing mix allocations.

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