

FACULTY OF MANAGEMENT**M.B.A. III-Semester Examination, December 2015****Subject: Investment Management****Course No : 3.4.1 (F)****(Elective – I : Finance)****Time : 3 Hours****Max. Marks: 80****Note: Answer ALL the questions.****Part – A (10x2=20 Marks)**
(Short Answer Type)

- 1 Write short notes on the following.
 - (a) Investment Decision Process
 - (b) Co-efficient of variation
 - (c) Bond convexity
 - (d) AYTM and YTC
 - (e) CAPM
 - (f) Price – earning multiplier
 - (g) Security Market Line
 - (h) Efficient frontier
 - (i) Net Asset Value
 - (j) Features of mutual funds

Part – B (5x12=60 Marks)
(Essay Answer Type)

- 2 (a) What are the various forms of investment alternatives? Give a detailed account of any five.
OR
(b) What are the three forms of market efficiency? State its implication.
- 3 (a) A company had issued bonds with a face value of Rs.1000, coupon of 12% payable semi-annually and time to maturity of 8 years. The market rate of interest is 14%. Find the duration of the bond two years after it is issued.
OR
(b) Calculate the duration for bond 'A' and bond 'B' with 7% and 8% coupons having a maturity period of 4 years. The face value of the bonds are Rs.1000/- and both the bonds are currently yielding 6%. Which one is advisable and why?
- 4 (a) "Stock market indices are the barometers of the stock market". Discuss.
OR
(b) Pramod Ltd. operates a large readymade garment system in the textile industry. The current market price of the stock is Rs.40/- and is expected to be Rs.55/- after 3 years. The dividend per share would be Rs.2/- for the next 3 years. Calculate the rate of return of Pramod Ltd's stock.

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- 5 (a) Explain the Sharpe Index model. How does it differ from the Markowitz model?

OR

- (b) Ansari got the following information regarding his favourite stocks. He wants to invest in all the four stocks equally.

Stocks	α	β	\uparrow^2_{ei}
1	1.27	1.50	50
2	1.02	1.05	40
3	2.48	1.37	20
4	0.47	0.86	36

The market variance is 25 and expected return is 20%.

- (i) What would be Ansari's portfolio return and risk.
(ii) Can you advise him regarding the amount to be allocated on each security so as to enhance his earnings?
- 6 (a) Explain about the problems and prospects of Indian mutual fund industry. State and explain how they are less risky than investments in stocks.

OR

- (b) A mutual fund's returns over the best six years along with the risk-free returns and market returns are given below:

Years	2009	2010	2011	2012	2013	2014
Risk-free Returns	7%	11%	9%	8%	10%	9%
Market Returns	12%	7%	-2%	8%	14%	16%
M.F. Returns	14%	11%	8%	13%	17%	15%

You are required to find the Jensen's alpha and comment on the performance of the fund.

FACULTY OF MANAGEMENT

M.B.A. III-Semester Examination, December 2015

Subject: Compensation Management

Course No : 3.5.1 (HRM)

Elective – I (HRM)

Time : 3 Hours

Max. Marks: 80

Note: Answer ALL the questions.

**Part – A (10x2=20 Marks)
(Short Answer Type)**

- 1 Write short notes on the following.
 - (a) Total Reward System
 - (b) 3-P Compensation Concept
 - (c) Modern pay
 - (d) Longevity pay
 - (e) Job Evaluation
 - (f) External Market pay rates
 - (g) Employee services
 - (h) Legally required benefits
 - (i) Compensating executives
 - (j) Contingent employees

**Part – B (5x12=60 Marks)
(Essay Answer Type)**

- 2 (a) Define Compensation. Explain the concepts of compensation.
OR
(b) Explain the non-financial compensation system in India.
- 3 (a) Explain the procedure for linking merit pay with competitive strategy.
OR
(b) Describe the important aspects in traditional pay system.
- 4 (a) Discuss the process of building market competitive compensation system.
OR
(b) Explain the process of Designing pay for knowledge program.
- 5 (a) Describe the process of funding benefits through VEBA approach.
OR
(b) Explain the procedure of Designing and planning benefit program.
- 6 (a) Write about the various executive compensation packages.
OR
(b) Discuss about compensations of expatriates and Repatriates.

FACULTY OF MANAGEMENT

M.B.A. III-Semester Examination, December 2015

Subject: Product and Brand Management

Course No : 3.6.1.(M)

Elective I : (Marketing)

Time : 3 Hours

Max. Marks: 80

Note: Answer ALL the questions.

**Part – A (10x2=20 Marks)
(Short Answer Type)**

- 1 Write short notes on the following.
 - (a) Product Manager
 - (b) Idea generation
 - (c) Core product
 - (d) Product failure
 - (e) Trade Name vs. Brand name
 - (f) Brand Extension
 - (g) Family Brand
 - (h) Product Innovation
 - (i) Pre-testing
 - (j) Brand Loyalty

**Part – B (5x12=60 Marks)
(Essay Answer Type)**

- 2 (a) Describe product management process with suitable examples.
OR
(b) Explain the product responsibility strategy in respect of 'COMPLAN' product in India.
- 3 (a) Describe the relevance of BCG matrix with regard to competitive strategy for products.
OR
(b) Describe the various stages involved in New product development with examples.
- 4 (a) Explain the various sources of idea generation.
OR
(b) Describe : (i) Product maps (ii) Market maps and joint space maps
- 5 (a) Explain the terms PREFMAPS and flow charts and concepts with appropriate examples.
OR
(b) Describe the product trial and repeat models with examples.
- 6 (a) Explain the six guiding principles of product launching.
OR
(b) Analyse the relevance of branding in product management.
