

**FACULTY OF MANAGEMENT****M.B.A. III-Semester Examination, May / June 2016****Subject: Investment Management****Course No : 3.4.1 (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) Real Vs. Financial Assets
  - (b) Chartist Approach
  - (c) Doji candle stick
  - (d) Deep discount bonds
  - (e) P/E multiplier Approach
  - (f) Dividend discounted models
  - (g) The law of one price
  - (h) Optimal portfolio
  - (i) AMC
  - (j) Exchange Traded Funds

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

- 2 (a) Do you think that the Indian investor should consider Tax incentives in planning his investment guided by risk, return, and Tax consideration.
- OR**
- (b) Define risk and distinguish between systematic and unsystematic risk.
- 3 (a) The face value of a bond is Rs.1000/- with a coupon of 14% payable semi-annually. It have a life of 8 years after which it would be redeemed at a premium of 6% over F.V. Find the YTM of the bond, if its market price is Rs.896/-.
- OR**
- (b) Mr. Sagar is considering the purchase of a bond currently selling at Rs.878.50. The bond has four years to maturity with a face value of Rs.1000/- and 8% coupon rate. The next annual interest payment is due after one year from today. The required rate of return is 10%.
- (i) Calculate the intrinsic value of the bond. Should Sagar buy the bond?
  - (ii) Calculate the YTM of the bond.
- 4 (a) Explain the Whitebeck Kisor Model in stock valuation.
- OR**
- (b) The returns of Fashions Ltd. at present is 21%. This assumed to be continued for the next 5 years and after that it is assumed to have a growth rate of 10% indefinitely. The dividend paid for the current year is Rs.3.2/-. The required rate of return is 20% and the present price is Rs.57/-. What is the estimated price according to two- stage model. Should you purchase the bond?

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- 5 (a) Define Markowitz diversification. Explain the statistical method used by Markowitz to obtain the risk reducing benefit.

**OR**

- (b) Stocks X & Y have yielded the following returns for the past 6 years.

Years	Returns (%)	
	X	Y
1 <sup>st</sup> year	12	14
2 <sup>nd</sup> year	18	12

Years	Return X	Return Y
1	12%	22%
2	18%	18%
3	14%	14%
4	22%	10%
5	15%	12%
6	20%	18%

What is the expected return and risk of a portfolio made up of 60% of X and 40% of Y.

- 6 (a) Explain about the regulatory authority which protects the investors interest in India.

**OR**

- (b) The following three portfolio provide the particulars given below:

Portfolio	Average Annual return	S.D. ( $\sigma$ )	Correlation coefficient
P	18	27	0.8
Q	14	18	0.6
R	15	-	0.9
	13	8	-
Market	13	12	-

Risk free rate of interest is 9.

- (i) Rank these portfolio using Sharpe's and Treynor's model.  
 (ii) Compare both the indices.

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**FACULTY OF MANAGEMENT****M.B.A. III-Semester Examination, May / June 2016****Subject: Compensation Management****Course No : 3.5.1 (HR)****Elective - (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) Compensation dimensions
  - (b) Define Compensation
  - (c) Incentive pay
  - (d) Team based pay
  - (e) Compensation surveys
  - (f) Internal Job structure
  - (g) VEBA
  - (h) Employee benefits
  - (i) Flexible work schedules
  - (j) International Compensation

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

- 2 (a) Explain the role of compensation in organization.  
**OR**  
(b) Write about the new trends in Compensation management.
- 3 (a) Distinguish between the traditional pay system and modern pay system.  
**OR**  
(b) Discuss on compensation strategy with HR strategy and Business strategy.
- 4 (a) Explain the process of designing a market competitive compensation system.  
**OR**  
(b) Describe the steps involved in the design of a pay for knowledge program.
- 5 (a) Write about the components of discretionary core fringe compensation.  
**OR**  
(b) Explain the important aspects of totally integrated employee benefits program.
- 6 (a) Discuss the strategic compensation challenges in international compensation system.  
**OR**  
(b) What are the strategic issues and choices in using contingent and flexible workers?

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**FACULTY OF MANAGEMENT****M.B.A. III-Semester Examination, May / June 2016****Subject: Product and Brand Management****Course No : 3.6.1 (Marketing)****(Elective – 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 line
  - (b) Brand positioning
  - (c) Reasons for New product development
  - (d) Portfolio analysis
  - (e) Perceptual mapping
  - (f) Test marketing
  - (g) Prototype product
  - (h) Demand schedule
  - (i) Market segmentation
  - (j) BRAND AID

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

- 2 (a) Describe the elements in product mix and state their objectives.  
**OR**  
(b) Discuss the brand management strategies of corporate entities in recent years.
- 3 (a) Explain the generic product development process.  
**OR**  
(b) Examine vital aspects in GE and BCG models of product portfolio analysis.
- 4 (a) Explain the significance of R & D in product development and modification.  
**OR**  
(b) Discuss the system of product architecture.
- 5 (a) Explain the issues in relation to market structure analysis with suitable examples.  
**OR**  
(b) Discuss learning curve analysis.
- 6 (a) What is test marketing? State its significance in product launching.  
**OR**  
(b) Discuss the guiding principles of product development and launching.

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