

FACULTY OF MANAGEMENT

**M.B.A. III – Semester (OLD) & M.B.A. V – Semester (Evening) Examination,
May / June 2019**

Subject: Investment Management

**Course No. 3.4 / 5.2 (F)
Elective – I – Finance**

Time: 3 Hours

Max. Marks: 80

Note: Answer all the questions.

**PART – A (10x2 = 20 Marks)
[Short Answer Type]**

1. Answer the following in not more than 75 words.

- a) Real assets Vs Financial assets
- b) Risk return trade off
- c) Features of bonds
- d) Bond immunization
- e) Price earnings ratio
- f) CAPM
- g) Security Market Line
- h) APT
- i) Open ended funds
- j) Types of mutual funds

**PART – B (5x12 = 60 Marks)
[Essay Answer Type]**

Note: Answer all the questions by using internal choice.

- 2 a) Why is return an important consideration for investment? Can it be measured?
OR
b) What is the meaning of 'Holding period yield'? How is it useful in measuring return?
- 3 a) A bond pays a coupon rate of 12% per annum on a face value of Rs.1500 and matures in 3 years. If it has a yield of 15% what is its price?
OR
b) A bond has a par value of Rs.1000 with six years to maturity and a 12% coupon payable semi-annually. If the YTM is 8% find its duration.
- 4 a) Explain the significance of P/E ratio in equity valuation.
OR
b) AB Ltd recently paid an annual dividend of Rs.4.00 per share. Earnings for the same period were Rs.7.0 per share. The required return on equity with similar risk is 12%. Dividends are expected to grow at 10% per year indefinitely. Calculate AB's price earnings ratio.

- 5 a) Compare and contrast capital asset pricing model and arbitrage pricing theory.

OR

- b) The following portfolios are available. How should the investor take a decision for making an investment?

Portfolio	Expected Return	Risk (q)
A	12%	2%
B	16%	5%
C	35%	7%

The risk free interest rate is 6%, return of the market portfolio is 16% and the risk of the market portfolio is 4%.

- 6 a) Write notes on:
- Treynor's Ideal Fund
 - Sharpe's Performance Measure
 - Jensen's Model

OR

- b) Consider the following information for three mutual funds A, B and C and the market.

Stock	Mean Return	Standard Deviation	Beta
A	15%	20%	0.90
B	17%	24%	1.10
C	19%	27%	1.20
Market Index	16%	20%	1.00

The mean risk free rate is 10%. Calculate Sharpe's measure, Treynor's measure and Jensen's measure for the three funds and for the market index.

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**M.B.A. III – Semester (OLD) & M.B.A. V – Semester (Evening) Examination,
May / June 2019**

Subject: Compensation Management

**Course No. 3.5.1 / 5.2 (HR)
Elective – HRM**

Time: 3 Hours

Max. Marks: 80

Note: Answer all the questions.

**PART – A (10x2 = 20 Marks)
[Short Answer Type]**

1. Answer the following in not more than 75 words.

- a) Compensation System
- b) Reward
- c) Basic Pay
- d) Team Based Pay
- e) Pay Structure
- f) Job Valuation
- g) Employee Benefits
- h) Employee Services
- i) Packages for Executives
- j) Flexible work Schedule

**PART – B (5x12 = 60 Marks)
[Essay Answer Type]**

Note: Answer all the questions by using internal choice.

- 2 a) Explain the importance of Compensation System and discuss the dimensions of the Compensation System.
OR
b) What are the different types of Compensations practiced in India?
- 3 a) Explain Modern Pay Plans in Compensation System.
OR
b) What is the difference between Merit Pay and Seniority Pay?
- 4 a) How to design a Compensation System based upon Job Analysis?
OR
b) Explain the factors that affect designing a Compensation System.
- 5 a) Explain the Funding Benefits through VEBA and costing of these benefits.
OR
b) What are the components of Totally Integrated Employee Benefits Programme?
- 6 a) What are the strategic issues and choices in Compensating Contingent Employees?
OR
b) Explain the Competitive Strategies for Expatriates and 'Repatriates' Compensation choices.

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M.B.A. III – Semester (OLD) & M.B.A. V – Semester (Evening) Examination,
May / June 2019

Subject: Product and Brand Management
Course No. 3.6.1 / 5.2 (M)
Elective – Marketing

Time: 3 Hours

Max. Marks: 80

Note: Answer all the questions.

PART – A (10x2 = 20 Marks)
[Short Answer Type]

- 1 Write a short note on the following:
- Product Line
 - New Product Development
 - GE Model
 - Product Portfolio Analysis
 - Joint Space Map
 - Repositioning Strategies
 - Innovation Theory
 - Brand Loyalty
 - Pre-Testing
 - Market Structure Analysis

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

Note: Answer all the questions by using internal choice.

- 2 a) Explain about various decisions of product management.
OR
b) Explain about various models of New Product Development.
- 3 a) What are the different growth strategies which companies can adopt to increase the sales?
OR
b) Explain about the conjoint analysis of the offer. How is conjoint analysis used in analyzing the portfolio of the firm?
- 4 a) What is a product map? What are its benefits?
OR
b) Discuss about the BRANDAID model and Defender model.
- 5 a) Discuss about the perceptual mapping.
OR
b) What are BCG and GE models.
- 6 a) What do you mean by product launching? Discuss.
OR
b) Discuss about the planning of annual budget and its strategy.