

**FACULTY OF MANAGEMENT****M.B.A. IV – Semester (CBCS) Examination, May / June 2019****Subject: Investment Management****Paper – MB – 404 – 1 (Finance)  
(Elective – III – Finance)****Time: 3 Hours****Max.Marks: 80****Note: Answer all the questions from Part-A and Part-B.  
Each question carries 4 marks in Part-A and 12 marks in Part-B.****PART – A (5x4 = 20 Marks)  
[Short Answer Type]**

- 1 Distinguish between investment and speculation.
- 2 What is active and passive bond portfolio?
- 3 State the famous stock indices in India.
- 4 State the assumptions of CAPM.
- 5 What are the benefits of mutual funds investment?

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

- 6 a) Explain the investment decision making process and state the sources for investment information.

**OR**

- b) Discuss various approaches for investment analysis to a prospective investor.

- 7 a) The Ex-Post returns on a stock are as below:

Year	% Returns
2017	15 – 14
2016	13 – 14
2015	14 – 13
2014	13 – 12
2013	12 – 13
2012	11 – 12

You are required to find the mean return and risk of the stock.

**OR**

- b) Calculate the duration for Bond A and B with 7 percent and 8 percent coupons having maturity period of 4 years. The face value is Rs. 1000. Both the bonds are currently yielding 6 percent.

- 8 a) Three stocks X Y & Z have the following data.

Stocks	Returns	Total Risk
X	16%	8%
Y	20%	10%
Z	14%	11%

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The correlation co-efficients between the returns of each pair of stocks are given in the following matrix.

	X	Y	Z
X	1.00	-0.68	0.18
Y	-0.68	1.00	-0.39
Z	0.18	-0.39	1.00

Find the risk and return of the portfolio created by investing 35%, 45% and 20% of the funds in X, Y & Z stocks respectively.

**OR**

- b) Mr. Kishore has bought a stock that has paid Rs. 3 as dividend per share during the last year. He expects two situations either a 5 percent decline in the dividend or 5% growth in the dividend in the next year. He expected a rate of return of 20%. Determine the of value stock for both the situations.

- 9 a) Explain in detail CAPM and APT models and present the similarities and differences between them.

**OR**

- b) Stocks A and B had the following returns over the last 5 years.

Year	2013	2014	2015	2016	2017
Return of Stock A	9%	(-) 10%	15%	17%	21%
Return of Stock B	11%	(-1) 13%	19%	21%	15%

Is it advisable to have a combination of both the stocks in a portfolio of equal proportions and what would be the returns and risk of that portfolio?

- 10 a) Discuss the features, types and schemes of Mutual funds in India.

**OR**

- b) The returns generated by the NSE, Postal savings and XYZ mutual fund are as below:

Years	Returns on NSE	Returns on Postal Savings	Returns on XYZ Mutual Fund
2017	11%	6%	14%
2016	13%	7%	15%
2015	14%	6%	16%
2014	12%	6%	15%
2013	10%	7%	16%
2012	13%	6%	15%

Find the Jenseins alpha of the mutual fund and state whether it had performed better than market or not.

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**FACULTY OF MANAGEMENT**

**M.B.A. IV – Semester (CBCS) Examination, May / June 2019**

**Subject: Consumer Behaviour**

**Paper – MB – 404 – 2 (Marketing)**

**Discipline specific  
(Elective – III)**

**Time: 3 Hours**

**Max.Marks: 80**

**Note: Answer all the questions from Part-A and Part-B.  
Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)  
[Short Answer Type]**

- 1 Buyer's Decision Process
- 2 Primary Research
- 3 Experimentation
- 4 Focus group
- 5 Sub culture

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

- 6 a) What are the theories of motivation? Explain in detail.  
**OR**  
b) What is consumer behaviour research process? Explain.
- 7 a) What are learning principles and their marketing implications?  
**OR**  
b) What are important aspects of information processing theory?
- 8 a) What is cross culture and cross cultural marketing practices?  
**OR**  
b) What is family life cycle and its reference groups?
- 9 a) What are the steps between evaluation of alternatives and purchase decision?  
**OR**  
b) What is information search in consumer behaviour decision process?
- 10 a) What is Howard Sheth Model, and Engel Model? Explain.  
**OR**  
b) What is Blackwell and Rao-Lilien model? Explain.

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**FACULTY OF MANAGEMENT**

**M.B.A. IV – Semester (CBCS) Examination, May / June 2019**

**Subject: Performance Management**

**Paper – MB – 404 – 3 (HRM)  
(Elective – III – HRM)**

**Time: 3 Hours**

**Max.Marks: 80**

**Note: Answer all the questions from Part-A and Part-B.  
Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)  
[Short Answer Type]**

- 1 Scope of performance management
- 2 Assessment centre
- 3 PM Audit
- 4 Managerial competencies
- 5 performance loop

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

- 6 a) Briefly explain the cycle of performance management.  
**OR**  
b) Briefly explain the different approaches for measuring performance.
- 7 a) Critically examine about attribution theory.  
**OR**  
b) Write a note on 360° performance appraisal method.
- 8 a) What is bench marking? Explain the its diagnosis?  
**OR**  
b) Enumerate the factors influencing performance of personnel.
- 9 a) Write a note on contribution related pay models.  
**OR**  
b) What is balanced score card? Explain its importance.
- 10 a) Discuss in detail about integrated model of performance management.  
**OR**  
b) Explain about Gilbert's performance matrix.

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**FACULTY OF MANAGEMENT**

**M.B.A. IV – Semester (CBCS) Examination, May / June 2019**

**Subject: Database Management System**

**Paper – MB – 404 – 4**

**Time: 3 Hours**

**Max.Marks: 80**

**Note: Answer all the questions from Part-A and Part-B.**

**Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)**

**[Short Answer Type]**

- 1 How is an entity represented in ERD?
- 2 Define QBE and QUEL
- 3 What do you mean by deadlock handling?
- 4 What is an OLAP Database?
- 5 What are the DML commands in SQL?

**PART – B (5x12 = 60 Marks)**

**[Essay Answer Type]**

- 6 a) Discuss different types of Database Models.  
**OR**  
b) Explain 3-Tier architecture with its phases.
- 7 a) Explain the advantages and limitations of RDBMS.  
**OR**  
b) Discuss the Codd's rules of Database Systems.
- 8 a) Describe the concept of serializability with suitable examples.  
**OR**  
b) Explain about Concurrency Control with locking methods.
- 9 a) Brief the need and importance of Distributed Information System.  
**OR**  
b) What is Data Mining and Data Warehousing in Database Management System?
- 10 a) Explain various data types used in SQL and PL/SQL.  
**OR**  
b) How to create index in stored procedures in SQL?

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