

**FACULTY OF MANAGEMENT****M.B.A. IV – Semester (CBCS) Examination, May / June 2018****Subject: Investment Management****Paper – MB – 404 – I  
(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 State and investment decision process
- 2 What are features of debt instruments and state its types?
- 3 State the uses of Security Market Indexes.
- 4 How to determine portfolio return and risk?
- 5 State types of mutual funds.

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

- 6 a) Discuss the factors influencing for investment decision for a rationale investor.  
**OR**  
b) Explain the elements in fundamental analysis.
- 7 a) The ex-ante returns on a fund are estimated as below.

%Returns	11.23	14.64	13.21	9.86	10.11	9.56
Probability	0.1	0.1	0.1	0.2	0.3	0.2

You are required to find the return and risk of the fund.

**OR**

- b) Consider a bond selling at a par value of Rs. 1,000 with 7 years to maturity and 8% coupon payment, If the yield to maturity is 9% find the duration of bond when the coupon are paid annually and semi-annually?
- 8 a) The latest dividend paid on an equity share is Rs.3.45 per share these dividends have been growing at a constant rate of 6.7% per annum and are likely to grow at this rate till long discount future. The required rate of return is 11.12%. You are required to find its intrinsic value today, after two years and after 5 years.

**OR**

- b) Mr. Ashok wants to purchase a stock and hold on it for 5 years. He estimates that Rs. 4 dividend would be paid by the company for the next five years. He hopes to sell the shares at Rs. 60 at the end of the fifth year. His required rate of return is 10%. What is the present price?

- 9 a) Explain the assumptions and applicability capital asset pricing model in portfolio selection.

**OR**

- b) Assume your self as a portfolio manager and with the help of the following details, state the securities that are over priced or under priced in terms of the security market line.

Security	Expected Return	Beta	Standard Deviation
A	0.33	1.7	0.50
B	0.13	1.4	0.35
C	0.26	1.1	0.40
D	0.12	0.95	0.24
E	0.21	1.05	0.28
F	0.14	0.70	0.18
Nifty Index	0.13	1.00	0.20
T-Bills	0.09	0.00	0.00

- 10 a) Discuss the problems and prospects of Mutual Fund Investments in India.

**OR**

- b) With the following details evaluate the performance of the different funds by using Sharpe, Treynor and Jensen methods with  $R_f = 5\%$ .

Funds	Return	Standard Deviation	Beta
A	2	20	0.98
B	12	18	0.97
C	8	22	1.17
D	9	24	1.22
Market	10	20	1.00

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**FACULTY OF MANAGEMENT**

**M.B.A. IV – Semester (CBCS) (New Syllabus) Examination, May / June 2018**

**Subject: Consumer Behaviour**

**Paper – MB – 404 – 2 (Marketing)**

**Discipline Specific**

**(Elective – IV – Marketing)**

**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 Abraham Maslow hierarchy of needs
- 2 Information Processing theory
- 3 Family life cycle stages
- 4 Post purchase behaviour
- 5 .Traditional Model of Buyer behaviour

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

- 6 a) Explain the various factors influencing consumer behaviour.  
**OR**  
b) Briefly explain the theories of personality.
- 7 a) Explain the various elements of consumer learning.  
**OR**  
b) Explain “how the split – brain theory influences in the consumer behaviour”.
- 8 a) What are the determinants of social class? How the consumer behaviour is influenced by social class.  
**OR**  
b) What are the four main value dimensions along which national cultures can vary?
- 9 a) Discuss the influence of reference group on consumer behaviour.  
**OR**  
b) Explain the factors influence the industrial buying decisions.
- 10 a) Briefly explain the black well and Rao-Lilien model of consumer behaviour.  
**OR**  
b) Elaborate the various factors that influence a customer decision to buy a car.

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**FACULTY OF MANAGEMENT**

**M.B.A. IV – Semester (CBCS) Examination, May / June 2018**

**Subject: Performance Management**

**Paper – MB – 404 (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 Concept of performance management
- 2 Casual matrix
- 3 EFQM
- 4 Call back pay
- 5 CIPD

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

- 6 a) Discuss about steps in performance planning.  
**OR**  
b) Explain about behavioural approach to performance management.
- 7 a) Write a note on psychometric tests.  
**OR**  
b) State some measures to improve performance of employees.
- 8 a) Give an overview on process of bench marking.  
**OR**  
b) State the objectives of performance management pathway analysis.
- 9 a) Explain about framework of human capital.  
**OR**  
b) Discuss about competence related pay models.
- 10 a) Briefly explain about RCN models of performance management.  
**OR**  
b) Examine the Sears model for organizational performance.

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**FACULTY OF MANAGEMENT**

**M.B.A. IV – Semester (CBCS) Examination, May / June 2018**

**Subject: Database Management Systems**

**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 What do you mean by Client / Server Technology?
- 2 Discuss the Codd's' rules in RDBMS
- 3 What is database transaction processing?
- 4 Differentiate between Data Warehousing & Data Mining.
- 5 What are the triggers in PL SQL?

**PART – B (5x12 = 60 Marks)**

**[Essay Answer Type]**

- 6 a) Explain ER diagram with its extended features.  
**OR**  
b) What is Data modeling and explain different types in brief?
- 7 a) Brief the functional dependencies in databases with rules.  
**OR**  
b) Define normalization and discuss its various forms.
- 8 a) Explain in detail about Deadlock Mechanism.  
**OR**  
b) Explain the need and importance of Database Recovery Systems.
- 9 a) Explain Query Processing in distributed database and query types.  
**OR**  
b) What is OLAP? Explain its characteristics.
- 10 a) Explain various SQL commands for Data Definition and Data Manipulation.  
**OR**  
b) Discuss the Form Design Process in PL SQL.

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