

FACULTY OF MANAGEMENT
MBA (CBCS) IV-Semester Examination, July / August 2021
Subject: Investment Management
Paper – MB – 404 – I (F)
Discipline Specific (Elective – III) (Finance)

Time: 2 Hours

Max. Marks: 80

PART – A**Note: Answer any four questions.****(4x5 = 20 Marks)**

- 1 What are the sources of Investment?
- 2 Define Systematic Risk and Unsystematic Risk?
- 3 What is the use of Bond Convexity?
- 4 Discuss the significance of Markowitz Theory?
- 5 What is Treynor's Index?

PART – B**Note: Answer any four questions.****(4x15 =60 Marks)**

- 6 What are the factors to be considered in Investment Decision Making?
- 7 Explain Efficient Market Hypothesis?
- 8 On the basis of expected Rate, Standard Deviation, Variance and Coefficient of Variation decide which of the following is best for investment:

Possible Outcomes	Probability	Expected Rate of Return	
		Co.G	Co.H
Bullish Trend	0.3	50%	25%
Normal Trend	0.4	20%	15%
Bearish Trend	0.3	-10%	15%

- 9 What is Yield Curve? What are its application?

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10 Explain Capital Asset Pricing Model?

11 Explain Dividend Capitalization Models?

12 Calculate Portfolio Risk and Return with the following information:

Security	Expected Return	Proportion Invested	Standard Deviation
Eicher	10	20	0.2
Maruti	15	20	0.3
Tata	20	60	0.5

13 Explain the Capital Market Theory and distinguish between SML and CML in detail?

14 Explain the features, types and schemes of Mutual Funds in India.

15 Given the following information: Portfolios

	A	B	C	D
Beta	1.10	0.8	1.8	1.4
Return (%)	14.5	11.25	19.75	18.5
Std. Deviation (%)	20	17.5	26.3	24.5

Risk free rate of return = 6%

Market return = 12%

Calculate (i) Sharpe Ratio (ii) Treynor Ratio

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FACULTY OF MANAGEMENT
MBA (CBCS) IV-Semester Examination, July / August 2021
Subject: Consumer Behaviour
Paper – MB – 404 – 2
Discipline Specific Elective – III (Marketing)

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Super ego
- 2 Post purchase behaviour
- 3 Retention of information
- 4 Consumerism
- 5 Reference groups

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 Briefly explain the consumer decision process.
- 7 Briefly explain the psychological factors that influence consumer behaviour.
- 8 Explain the memory process in consumer behaviour.
- 9 What are the factors that influence retrieval of information from memory.
- 10 Global brands practice cross-cultural marketing practices, quote a few brands that follow the same.
- 11 Evaluate the impact of family life cycle stages on consumption patterns.
- 12 Consumers evaluate all of their product and brand options on a scale of attributes, of buying a laptop what would be the attributes based on which you will evaluate the alternatives.
- 13 What are the two types of information search.
- 14 Explain in brief the Howard Sheth model of consumer behaviour.
- 15 Describe the traditional models of consumer behaviour.

Code No: 4039

FACULTY OF MANAGEMENT
MBA (CBCS) IV-Semester Examination, July / August 2021
Subject: Performance Management
Paper – MB – 404 – 3 (HRM)
(Elective-III-HRM)

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Performance measurement
- 2 Causal matrix
- 3 Performance benchmarking
- 4 Balanced Score Card
- 5 Behaviour Engineering Model

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 Explain the determinants of job performance?
- 7 Describe and discuss the Process of Performance Planning.
- 8 Critically analyse how psychometric tests help in Performance Assessment.
- 9 Explain the features of a good Performance Management System.
- 10 Elaborate the Yerkes – Dodson's Law.
- 11 Explain the EFQM excellence model for performance bench marking.
- 12 Evaluate the relevance of Mc Ber Generic Managerial Competency Model.
- 13 Describe the CIPD Human Capital Framework.
- 14 Discuss the ATI performance improvement model.
- 15 Explain how performance management is conducted in private sector banks.

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Code No: 4040

FACULTY OF MANAGEMENT
MBA (CBCS) IV-Semester Examination, July / August 2021
Subject: Database Management System
Paper – MB – 404 – 4
DSE – III – Systems

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Data Vs. Information
- 2 SQL
- 3 Deadlock
- 4 Data warehousing
- 5 Create view and drop view

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 What is DBMS? Explain advantages and disadvantages.
- 7 What is ER Model? Explain it with imaginary example.
- 8 Define RDBS. Explain advantages and limitations of RDBMS.
- 9 What is Constraint? Explain various types of Constraints.
- 10 What is Transaction Processing System? Explain the ACID properties.
- 11 What is Concurrency Control? Explain the various problems of Concurrency Control.
- 12 What is Data Analysis, Data Mining and Data Warehousing in DBMS?
- 13 What is W W W ? Explain advantages and disadvantages of W W W.
- 14 What is SQL and PL/SQL? Explain various data types in SQL and PL/SQL.
- 15 Write the functions and procedures of Software Packages?

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