FACULTY OF MANAGEMENT

MBA (CBCS) IV - Semester Examination, August / September 2022
Subject: Investment Management
Paper: 404 – I (Finance)
Discipline Specific Elective – III (Finance)

Time 3 Hours   Max. Marks: 80

PART – A

Note: Answer all the questions.   **(5 x 4 = 20 Marks)**

1 Explain Risk-Return trade off
2 Explain Bond duration
3 Explain basic features of Common Stock
4 Explain Security Market Indexes
5 What are the benefits of Mutual Fund Investment?

PART – B

Note: Answer all the questions.   **(5 x 12 = 60 Marks)**

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) What is Bond Indenture? Explain the factors affecting Bond yield?

(OR)

(b) Mr. Somesh holds shares in Raj Ltd. He estimates the possible return and their probability as under. Calculate the expected return and standard deviation of expected return.

Possible return (%)	Probability
-20	0.10
-10	0.10
20	0.50
30	0.30

8 (a) Explain the price earning multiplier approach of valuation of stock?

(OR)

(b) Explain the Capital Asset pricing model in valuation of stock?

9 (a) Discuss in detail Markowitz Model of Portfolio Analysis?

(OR)

(b) Explain Arbitrage Pricing Theory?

10 (a) Explain Sharpe's and Treynor's ratios.

(OR)

(b) Mr. Rajesh is having units in a Mutual Fund for the post three years. He wants to evaluate its performance by comparing it to the market.

	Fund	Market
Return	70.60	41.40
Standard Deviation	41.31	19.44
Risk-free Rate	25.00	2.00
β	1.12	-

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MBA (CBCS) IV - Semester Examination, August / September 2022

Subject: Consumer Behaviour
Paper – MB – 404 -2
Discipline Specific Elective – III (Marketing)

Time 3 Hours   Max. Marks: 80

PART – A

Note: Answer all the questions.   (5 x 4 = 20 Marks)

1 What is Need recognition?
2 Define Cognitive learning
3 What is Cross culture?
4 Define Family life cycle
5 What is Information search?

PART – B

Note: Answer all the questions.   (5 x 12 = 60 Marks)

6 (a) What are the major factors that influence consumer behaviour?
   (OR)
   (b) Choose any of your favorite brand and briefly explain the brand personality that it reflects.

7 (a) What is the classical conditioning theory of learning and how does it apply to consumer behaviour?
   (OR)
   (b) What are the stages involved in consumer information processing?

8 (a) Explain briefly how culture influences your purchase decisions.
   (OR)
   (b) How does lifestyle affect consumer behaviour?

9 (a) Briefly explain the decisions that a consumer takes during the purchase decision stage.
   (OR)
   (b) "Companies like to engage their consumers with post-purchase Communications". Why is post purchase behaviour an important stage in the consumer decision process?

10 (a) Describe the contemporary models of consumer behaviour.
   (OR)
   (b) Explain the Engel Blackwell model of consumer behaviour.

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MBA (CBCS) IV - Semester Examination, August / September 2022
Subject: Performance Management
Paper – MB – 404 – 3 (H)
Discipline Specific Elective – III (HRM)

Time 3 Hours   Max. Marks: 80

PART – A

Note: Answer all the questions.   **(5 x 4 = 20 Marks)**

1 What are Performance Targets?
2 What is Performance Analysis?
3 Define Performance Loop
4 What is Competency Gap?
5 Define Smart Pyramid

PART – B

Note: Answer all the questions.   **(5 x 12 = 60 Marks)**

6   (a) Discuss the impact of HRM Practices in Performance.
(OR)
(b) Explain the result approaches to measuring Performance.

7   (a) Examine the self appraisal and 360 degrees appraisals.
(OR)
(b) What is critical incidents Worksheet? Explain.

8   (a) Write about Yerkes and Dodson's Law.
(OR)
(b) What is PM Pathway Analysis? Explain.

9   (a) Narrate Competence and Contribution related Pay Models.
(OR)
(b) Write about the Competency Causal Flow Model.

10 (a) Examine the DHL and RCN Models of Performance Management.
(OR)
(b) Write about Gilbert's Performance Matrix.

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MBA (CBCS) IV - Semester Examination, August / September 2022
Subject: Database Management System
Paper – MB – 404 – 4 (S)
Discipline Specific Elective – III (Systems)

Time 3 Hours   Max. Marks: 80

PART – A
Note: Answer all the questions.   **(5 x 4 = 20 Marks)**

1 Explain Data Modeling
2 What is Null Values?
3 Explain Recovery Systems
4 Explain Personal Database
5 Explain Triggers

PART – B
Note: Answer all the questions.   **(5 x 12 = 60 Marks)**

6 (a) Explain history of Database Systems in detail?
   (OR)
   (b) Explain Relational Data Structures and Entity Relationship diagrams.

7 (a) What are the advantages and limitations of RDBMS.
   (OR)
   (b) Explain briefly DDL, embedded SQL, QBE and QUEL.

8 (a) Explain Transaction definition in SQL and log based shadow paging.
   (OR)
   (b) Explain about concurrency control with Deadlock Methods.

9 (a) Explain Data Analysis, Mining and Warehousing in detail?
   (OR)
   (b) Explain distributed Query Processing and Information System.

10 (a) Explain SQL and SQL Commands for data definition?
   (OR)
   (b) How to create Index in stored procedures in SQL?

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