FACULTY OF MANAGEMENT

M.B.A (CBCS) III – Semester Examination, March 2023
Subject: Investment Management
Paper – MB: 305: Elective – I - Finance

Time: 3 Hours   **Max. Marks: 80**

PART – A

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

1. Explain Efficient Market Hypothesis.

2. What are the features of Debt instruments?

3. What are free cash flows?

4. Briefly discuss Capital Market Theory.

5. Explain open and closed ended mutual funds.

PART – B

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

6. a) Discuss the steps of investment decision process.
                              (OR)
   b) Briefly explain the differences between investment Vs. speculation.

7. a) Distinguish between current yield, yield to maturity and yield to call.
                              (OR)
   b) Consider a Rs.1,000 bond with annual coupon of 15 per cent per-annum and 5 years to maturity. Find the duration of the bond (MD and MMD), assuming 12 per cent discount rate.

8. a) (i) Explain briefly the various methods of valuing equity shares.
      (ii) Explain briefly the features of common stock.
                              (OR)
   b) The current dividend on equity share of International Chemicals Limited is Rs.4.00. The present growth rate is 20 per cent. However, this will decline linearly over a period of 8 years and stabilizers at lower end. What is the intrinsic value per share of International Chemical Limited if investors require a return of 18 percent?

9. a) (i) Explain the concept of Portfolio theory.
      (ii) Explain CAPM and its limitations.
                              (OR)

b) The probability distribution of the rate of return on Alpha stock is given below

State of the Economy	Probability of Occurrence	Rate of Return
Boom	0.40	25%
Normal	0.30	12%
Recession	0.30	-6% (minus)

What is the standard deviation of return?

10. a) Critically discuss the regulation of Mutual Funds in India.

(OR)

b) Pearl and Diamond are the two mutual funds. Pearl has a mean success of 0.15 and Diamond has 0.22. The Diamond has double the beta of Pearl fund's 1.5. The standard deviations of Pearl and Diamond funds are 15% and 21.43%. The mean return of market index is 12% and its standard deviation is 7. The risk free rate is 8%.

(i) Compute the Jensen Index for each fund.
(ii) Compute the Treynor and Sharpe indices for both the funds.

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FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, March 2023
Subject: Marketing Engineering
Paper No. MB – 305
Elective – I: Marketing

Time: 3 Hours   Max. Marks: 80

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

1. Tools for Marketing Engineering
2. Time Series Analysis
3. Aggregate Response Model
4. Factor effecting Media Selection
5. Differential Pricing

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

6. (a) Explain the need and importance for Marketing Engineering Approach?
   (OR)
   (b) How to increase Customer Value? Discuss few approaches?

7. (a) Briefly explain the process of Market Segmentation, also explain the basis for Segmenting consumer markets?
   (OR)
   (b) Write about the importance of New Product Forecasting? Discuss few models?

8. (a) What do you mean by Individual Response Models? Discuss?
   (OR)
   (b) Explain the concept of Response Model? Elaborate qualitative response models?

9. (a) Explain the steps in AD Design? How to make an Ad more acceptable?
   (OR)
   (b) Explain the need for Strategic Marketing decision making? Also explain any one Advertising Budget Model?

10. (a) Explain in brief different Pricing Models?
   (OR)
   (b) Explain the importance of Promotion? Discuss Promotional Effects Model?

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FACULTY OF MANAGEMENT

MBA (CBCS) III - Semester Examination, March 2023
Subject: Industrial Relations and Labour Laws
Paper No. MB – 305
Elective – I : HRM

Time: 3 Hours   Max. Marks: 80

PART – A

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

1. What are the Objectives of IR?
2. Define Voluntary arbitration
3. Define Trade Union
4. Importance of welfare and security schemes
5. Wage administration framework in India

PART – B

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

6. (a) Define Dunlop's approach.

(OR)

(b) State the conditions for good industrial relations.

7. (a) What is collective bargaining? Explain.

(OR)

(b) Write about workers participation in Management and industrial democracy?

8. (a) Explain the role of trade unions in globalized economy.

(OR)

(b) What challenges are faced by trade unions in India?

9. (a) Discuss the activities of ILO.

(OR)

(b) Write a note on labour law reforms initiative in India?

10. (a) Explain the modern theory of wages.

(OR)

(b) Critically analyze the Equal Remuneration Act 1976.

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FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, March 2023
Subject: Data Base Management Systems
Paper No. MB – 305 – Elective - I : System

Time: 3 Hours   **Max. Marks: 80**

PART – A

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

1. What is data abstraction?
2. Discuss about Data Manipulation Language?
3. Explain querying relational data?
4. Write about different types of locks?
5. List the table modification commands in SQL?

PART – B

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

6. (a) Explain about different types of Data models?
                              (OR)
   (b) Explain the relational data model.

7. (a) Differentiate between SQL commands DROP TABLE and DROP VIEW.
                              (OR)
   (b) Discuss difference between Open Source Database and Commercial Database.

8. (a) What are the unary operations in Relational Algebra?
                              (OR)
   (b) Explain Relational calculus in DBMS.

9. (a) Illustrate Concurrent execution of transaction with examples?
                              (OR)
   (b) Describe Validation-based locking protocols?

10. (a) Explain SQL Aggregate functions with examples.
                              (OR)
    (b) Define Join? Explain different types of joins?

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