

MBGN 4001/FM 4001/
IN 4001/MBLG 4004

M.B.A. DEGREE EXAMINATION, JUNE 2015.

Fourth Semester

General/Finance/ Insurance Management

INVESTMENT AND PORTFOLIO MANAGEMENT

(2012 – 2013 Batch Onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

1. Define "Money market". Explain the common Money Market Instruments.
2. Explain the means and ways of economic forecasting. What are the factors you will take into account for such an analysis?
3. What do you mean by New Issue Market? What are the challenges faced by the new issue market post financial crisis?
4. Explain the Markowitz theory of portfolio construction.

5. Write Short Notes on :
 - (a) Sharpe's Performance Index
 - (b) Treynor's Performance Index.
6. Explain the differences between Fundamental and Technical Analysis. As an analyst which do you prefer? Why?
7. What are the charting methods available in Technical Analysis? Are they useful indicators? Discuss.
8. What are the various types of portfolios depending upon the investor needs?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. Explain the structure of the Capital Market. Is the Structure effective in implementing its objective?
10. What is portfolio diversification? How can efficient diversification be achieved? Explain.
11. Explain CAPM model with a suitable example.
12. What is the theory of random walk? How is it different from fundamental analysis?

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13. What is the concept of derivatives? What is the role of derivatives in a free market?
14. Explain the investor's protection measures taken by the regulatory authorities in the primary market.
15. Discuss the relationship between fundamental analysis and efficient market hypothesis.
16. What are the economic indicators that affect the Indian Stock Market?

PART C — (1 × 20 = 20 marks)

Compulsory

17. An investor is seeking the price to pay for a security, whose standard deviation is 3.00 per cent. The correlation coefficient for the security with the market is 0.8 and the market standard deviation is 2.2 per cent. The return from government securities is 5.2 per cent and from the market portfolio is 9.8 per cent. The investor knows that, by calculating the required return, he can then determine the price to pay for the security. What is the required return on the security?

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A customer who had just bought the car from Arion was upset, as the car had developed a couple of significant problems within a week. It had an unexplained noise in the engine while turning and its rear bumper had come loose. The customer claimed that he had been sold a defective car, and that the dealer should replace it with a new one.

The service manager at Arion motors tried to communicate to the buyer that it was company policy to rectify any problem within the warranty period free of cost, and that he would do the same, as per the policy. However, the customer was not satisfied, as he would have to suffer great inconvenience on account of it.

Question:

Being a businessman on the move, he had many important engagements, and he would be severely hampered in his movements without a car. What should the Arion service manager do?

MBGN 4002/MM 4002/
MBLG 4003

M.B.A. DEGREE EXAMINATION, JUNE 2015.

Fourth Semester

General/Marketing

SERVICES MARKETING

(2012 – 2013 Batch Onwards)

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE out of the following.

1. Describe the ways in which services can be classified.
2. Explain the guidelines for pricing of services.
3. How will you segment the service market? List some common variables used in segmenting the market.
4. Discuss the factors influencing Expected Service of customer.
5. Describe the different strategies that can be used for marketing of tourism.

6. Suggest the strategies of Portfolio Management Services to handle intangibility.
7. What is Blue-Printing? What are the stages involved in a blue-print preparation?
8. Discuss the Channel Management Issues in services marketing.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. Taking the examples of service organisations like Railways, Airlines, Banks, Exhibitions and Hotels, identify the strategies they adopt to tangibilise their intangible service.
10. Do you think that physical evidence really matters in marketing of services? Give reasons.
11. What are the different media used by (a) Airlines and Hotel industry (b) Credit Card and Banking Sector and (c) Beauty Parlour and Saloon. Discuss (possible reasons) why these are preferred media on each case?
12. Explain the strategies to be implemented to keep the customer-force with service marketer.

13. What are the five dimensions of service quality? Give an example for each.
14. What are the problems faced by Professional service providers?
15. Describe the various influencing factors that affect the Patients, Doctors and Hospitals.
16. Describe the Gaps Model. Apply it to anyone service industry of your choice and explain how it could be used to plug the possible gaps in service quality.

SECTION C — (1 × 20 = 20 marks)

Compulsory

17. Case Study :

Arion Auto was a dealer for the Hanuman Motor Company, India's most popular car maker. Aimed at the first time buyer, this company had notched up 80 per cent market share at one time. Gradually, with the entry of new players, the share has come down to about 50 per cent by 2013, but there was still a large market for its 1200 cc car. In other segments, the company had a much lower share.

MBGN 4003

M.B.A. DEGREE EXAMINATION, JUNE 2015.

Fourth Semester

General

INFORMATION TECHNOLOGY AND E – BUSINESS

(2012 – 2013 Batch Onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

1. Explain the components of an information system.
2. Write a note on managerial challenges of Information Technology.
3. What is intranet? How does it differ from Internet?
4. Briefly explain various transaction techniques.
5. Explain B2B, e-commerce trade cycle.
6. What is supply chain Management? What are its features?

