

Total number of printed pages = 8

63/2 (SEM-3) MBA A1, C1, 3·3 (B)

2022

(Held in 2023)

MBA

(Theory Paper)

Paper Code : A1

(Security Analysis and Portfolio Management)

Full Marks – 70

Pass Marks – 28

Time – Three hours

**The figures in the margin indicate full marks
for the questions.**

1. Answer any *five* questions from the following :

2×5=10

- (a) What is DRHP ?**
- (b) What is Beta ?**
- (c) What is risk diversification ?**
- (d) What is Green Shoe option ?**

[Turn over

- (e) What is Bid price?
- (f) What is an Ask price?
- (g) What is the Sensex?

2. Answer any *four* questions from the following :
5×4=20

- (a) Discuss an IPO pricing.
- (b) Discuss how NIFTY is calculated.
- (c) Explain the settlement cycle followed in the BSE.
- (d) Discuss risks in investments.
- (e) Discuss an Adaptive Market Hypothesis?
- (f) Compare between fundamental analysis and technical analysis in stock valuation.

3. Answer any *four* questions from the following :
7×4=28

- (a) Discuss the process of an IPO.
- (b) Discuss the participants involved in the settlement process in the Indian Stock Market.
- (c) Discuss the Efficient Market Hypothesis.

(d) Discuss the key investment principles of successful investors.

(e) Discuss Capital Asset Pricing Model.

(f) Discuss the different time frames used in Technical Analysis.

4. Compulsory question : 12

(a) How is stock valuation done using Fundamental Analysis?

(Theory Paper)

Paper Code : C-1

(Consumer Behaviour)

Full Marks - 70

Pass Marks - 28

Time - Three hours

The figures in the margin indicate full marks for the questions.

SECTION - A

1. Answer any *five* questions from the following :
2×5=10

- (a) What is Dissonant consumption behaviour?
- (b) What is buying motive?
- (c) What is consumer attitude?
- (d) What are consumer's innate and acquired needs?
- (e) What is a Motivational research?
- (f) Why is communication feedback important?
- (g) What is validity in consumer research?

SECTION - B

2. Answer any *four* questions from the following :
5×4=20

- (a) Discuss any two consumer behaviour models with examples.
- (b) Discuss Trait theory of consumer personality.
- (c) Explain the following statements : 2+3=5
 - (i) Culture satisfies needs
 - (ii) Culture is learned.
- (d) How Mc. Clelland's theory of needs influence consumption behaviour?
- (e) Discuss the reference groups influencing consumer behaviour.
- (f) Distinguish between impersonal and interpersonal communications.

SECTION - C

3. Answer any *four* questions from the following :
7×4=28

- (a) What are the levels of consumer expectation? Discuss the three phases of consumer satisfaction. 4+3=7
- (b) Explain the types of buying behaviour. Discuss buying roles in consumer buying decision process. 7

- (c) What are the different stages of a family life cycle? Explain with suitable examples.
- (d) What are the sources and levels of consumer dissatisfaction?
- (e) Discuss the various message appeals.
- (f) Discuss the various factors to determine the buying behaviour of a footballer.

SECTION - D

4. Compulsory question.

12

- (a) Mr. Roni wants to conduct a research on the consumer satisfaction of foods available in a College canteen. Suggest a research design and methodology for conducting the research.

(Theory Paper)

Paper Code : 3'3 (B)

(Retail Management)

Full Marks - 70

Pass Marks - 28

Time - Three hours

The figures in the margin indicate full marks for the questions.

SECTION - A

1. Answer any *five* questions from the following :
2×5=10

- (a) What is an independent store?
- (b) What is a convenient store?
- (c) What are strings?
- (d) What is supply chain management?
- (e) What is electronic data interchange?
- (f) What is retail logistics?
- (g) What is retailing?

2. Answer any *five* questions from the following :
4×5=20

- (a) What are the advantages of an independent store owner?

- (b) Discuss any two types of store-based retailers.
- (c) Discuss franchise-store and its types.
- (d) Discuss the types of planned shopping centre.
- (e) Explain the role of a Store manager.
- (f) Explain the importance of retail logistics ?
- (g) Explain the functions of a retailer.

SECTION – B

3. Answer any *five* questions from the following :

8×5=40

- (a) Discuss food-oriented retailers and their types. 2+6=8
- (b) Discuss Warehouse store and its types. 2+6=8
- (c) Discuss the characteristics of Regional shopping centre and Community shopping centre. 4+4=8
- (d) Discuss retail personnel management process. 8
- (e) Discuss the types and methods of retail training. 4+4=8
- (f) Discuss the merits and demerits of Online retailing. 4+4=8
- (g) Discuss the techniques for visual merchandising. 8