63/2 (SEM-3) MBA B.1,C.1,3.3(A,B)

·2021

(held in 2022)

MANAGEMENT STUDIES

(Theory Paper)

Paper Code : MBA-A.1 (New Course)

(Security Analysis and Portfolio Management)

Full Marks – 70

Time – Three hours

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

1. Write short notes on any *five* :   2×5=10

   (a) Portfolio

   (b) IPO ·

   (c) Beta

   (d) Bull Market

(e) Price Band

(f) Sensex

(g) Nifty 50.

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

   (a) Discuss the settlement cycle followed in the Indian Stock Market.

   (b) Discuss Dow theory.

   (c) Discuss systematic and unsystematic risks in investments.

   (d) Discuss risk and return trade off in investment.

   (e) Discuss the arbitrage pricing theory.

   (f) Discuss the concept of support and resistance in technical analysis.

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

   (a) Discuss Capital Market efficiency

   (b) Discuss the process of book building in IPO.

   (c) Discuss how the sensex is calculated.

(d) Discuss the investment style of any one investment guru.

(e) Discuss the participants of market.

(f) Discuss the Capital Asset pricing Model.

4. Answer the following :   12

Discuss fundamental analysis as an approach to stock valuation.

(Theory Paper)

MBA-C.1 (New)

(Consumer Behaviour)

Full Marks – 70

Time – Three hours

SECTION – A

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

(a) What is consumer perception ?

(b) How is a nuclear family different from an extended family ?

(c) What are social needs of a consumer ?

(d) What is a geodemographic segmentation ?

(e) Who are motivational researchers ?

(f) What is a depth interview ?

SECTION – B

6. Answer any *four* questions :   5×4=20

(a) Discuss the buying decision process.

(b) Explain how social class influences saving, spending and credit card usage of consumers.

SECTION – D

4. Case Study :

Hindustan Unilever, Colgate-Palmolive, Procter and Gamble, and many other large companies in various fields follow product-variety marketing approach. For example, Hindustan Unilever offers many brands of soaps, in personal wash categories such as Lux, Lifebuoy, Liril, Rexona, Hamam, Jai to the customers. Colgate-Palmolive offers a number of brands in the toothpaste category, leading among them being Colgate Dental Cream, Colgate Gel, Cibaca Top, Cibaca Fluoride, Cibaca Gel. Bombay Oil Industries offer Saffola, Sweekar in different packings in the category of refined edible oils. The examples can be multiplied.

(a) Draw out the different product segments of the brands mentioned in the case. Who are probably the targetted customers for the mentioned products ?

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(b) What is positioning ? Suggest positioning strategies for the products mentioned in the case.

4

(c) Suggest and describe advertisement appeals suitable for all the mentioned product segments in the case.

4

(Theory Paper)

Paper Code : MBA-3.3(A) (Old)

(Securities Analysis and Portfolio Management)

Full Marks – 70

Time – Three hours

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

I. Write short notes on any *five* :   2×5=10

(a) Portfolio

(b) IPO

(c) Beta

(d) Bull Market

(e) Price Band

(f) Sensex

(g) Nifty 50

II. Answer any *five* of the following questions :

4×5=20

(a) Discuss the settlement cycle followed in Indian stock market.

(b) Discuss Dow theory.

(c) Discuss risk and return trade off in investments.

(d) Discuss systematic and unsystematic risks.

(e) Discuss the modern portfolio theory

(f) Discuss the Arbitrage Pricing Theory.

(g) How is portfolio risks marked ?

III. Answer any *five* of the following : 8×5=40

  (a) Discuss Capital market efficiency.

  (b) Discuss the book building process.

  (c) Discuss any two methods of the technical analysis. 4+4=8

  (d) Discuss how the sensex is calculated ?

  (e) Discuss the investment style of any two investment gurus.

  (f) Discuss fundamental analysis as an approach to security valuation.

  (g) State the participants of a security market.

MBA-3.3 (B) (Old)

(Retail Management)

Full Marks – 70

Time – Three hours

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

SECTION – A

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

  (a) What is a chain store ?

  (b) What is a leased department store ?

  (c) What is a planned shopping centre ?

  (d) What is customisation ?

  (e) What is logistics in retail ?

  (f) What is online retailing ?

SECTION – B

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

  (a) Discuss any two types of food-based retailers.

  (b) Discuss the importance of retail location.

(c) Discuss the methods of retail training.

(d) Discuss the importance of retail logistics.

(e) Distinguish between central business district and neighborhood business district.

(f) Explain the merits and demerits of online retailing.

SECTION – C

3. Answer any *five* of the following : 8×5=40

(a) Discuss the processes of category management.

(b) Explain the different methods of retail employees performance evaluation.

(c) What is visual merchandising ? Discuss its techniques. 2+6=8

(d) What is retailing ? What are its functions ? 2+6=8

(e) Define retail inventory management. Discuss its activities. 2+6=8

(f) Give your opinion on online shopping festival.