

Total No. of printed pages = 6

63/2 (SEM-4) MBA A4,C4

2023

MBA

(Theory Paper)

Paper Code : MBA A4

(Corporate Finance)

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* from the following questions :

2×5=10

- (a) What is a derivative ?**
- (b) What is Golden Parachute ?**
- (c) What is spin off ?**
- (d) What is sell off ?**

[Turn over

- (e) What is Hedging ?
- (f) What is currency swap ?
- (g) What is interest rate swap ?

SECTION – B

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

- (a) Discuss the methods of financing a merger.
- (b) Explain sensitivity analysis.
- (c) Distinguish between risks and uncertainty.
- (d) What is simulation analysis ?
- (e) Discuss risk adjusted discount rate.
- (f) Explain the forms of merger.

SECTION – C

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

- (a) Discuss the factors influencing option pricing.
- (b) Discuss forward contracts.

- (c) Discuss future contracts.
- (d) Discuss the motives of merger and acquisition deals.
- (e) Discuss divestment as a business strategy.
- (f) Discuss the techniques for risks analysis.

SECTION – D

4. An investor hopes that the price of BHEL's share will fall after three months. Therefore, he purchases a put option on BHEL's share with a maturity of three months at a premium of Rs. 5. The exercise price is Rs. 30. The current market price of BHEL's share is Rs. 28. How much is profit or loss of the put buyer and the put seller if the price of the share at the time of the maturity of the option turns out to be Rs. 18, or Rs. 25, or Rs. 28, or Rs. 30, or Rs. 40 ?

(Theory Paper)

Paper Code : MBA C4

(Advertising and Brand 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* from the following questions :
2×5=10

- (a) What is brand equity ?
- (b) What are logos ?
- (c) What is brand association ?
- (d) What is aerial advertising ?
- (e) What is oral advertising ?
- (f) What is an advertising agency ?
- (g) What is a combination appeal of advertisement ?

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SECTION – B

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

- (a) Discuss DAGMAR with its processes.
- (b) Discuss broadcast media with examples.
- (c) How is society impacted by advertising ?
- (d) How will you establish brand awareness. Elaborate with examples.
- (e) How will you establish brand meaning in the minds of the customers ?
- (f) While choosing brand elements, what are the criteria to be followed ?

SECTION – C

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

- (a) What is print media ? Which form of print media is applicable for a low budget advertising with a greater coverage and why ?
2+1+4=7
- (b) What is co-branding ? Discuss its types.
2+5=7

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[Turn over

- (c) Discuss the merits and demerits of radio advertising. 7
- (d) Discuss the types of advertising media. 7
- (e) Discuss the steps in brand management process. 7
- (f) Discuss the types of magazines. How is magazine advertisement different from newspaper advertisement ? 3+4=7

SECTION – D
(compulsory)

Case study :

- 4. Mrs. Sharma owns a women apparel retail store. Now she intends to open another apparel store for men and kids. Suggest a marketing plan to create awareness and branding of her upcoming new store. 6+6=12