

2015
MBA
Paper : 3.3

**SECURITIES ANALYSIS AND PORTFOLIO
MANAGEMENT / RETAIL MANAGEMENT**

Full Marks : 70

Time : 3 hours

Answer from the Group offered by you

**GROUP A : SECURITIES ANALYSIS AND
PORTFOLIO MANAGEMENT**

The figures in the margin indicate full marks for the questions

- A. Write short notes on any five from the following : 5X2=10
- (i) Bear market
 - (ii) Support
 - (iii) Resistance
 - (iv) Growth shares
 - (v) Income shares
 - (vi) Jenses measure
 - (vii) Sharpe measure
 - (viii) Short sell
- B. Answer any four from the following: 5X4=20
- (i) Write a short note on settlement cycle.
 - (ii) Write a short note on head and shoulder pattern in

technical analysis.

(iii) Write a short note on double top and bottom pattern in technical analysis.

(iv) State the benefits and risks of global divesting.

(v) Write a short note on book building process.

(vi) How to pick a time frame for technical analysis.

C. Answer any four from the following: $4 \times 10 = 40$

(i) Discuss arbitrage pricing theory.

(ii) What is beta for a security? State the steps involved in beta estimation.

(iii) What is technical analysis? Discuss any two methods of technical analysis. $2 + 8 = 10$

(iv) Write short note on any two methods of technical analysis from the following: $5 + 5 = 10$

(a) RSI

(b) Stochastic oscillators

(c) MACD

(v) Write short note on investment styles of : Any two $5 + 5 = 10$

(a) Warren buffet

(b) George Soros

(c) Peter Lynch

(vi) Discuss capital market efficiency and its various forms.

GROUP A : RETAIL MANAGEMENT

Answer briefly any five from the following : $2 \times 5 = 10$

1. Describe convenience store with suitable example.

2. Describe conventional super market with suitable example.

3. What is price bundling? Give example.

4. What is a race track layout?

5. What are exclusive shops? Give example.

6. Write two disadvantages of online shopping.

II. Answer any five from the following : $4 \times 5 = 20$

1. What are the major benefits of retailing?

2. Discuss about any two locations for retailing with examples.

3. Give your suggestions for designing an effective interior of an apparel retail store.

4. Explain the three ways of direct selling.

5. What are the differences between catalogue marketing and telemarketing?

6. Write two advantages and two disadvantages of online selling.

III. Answer any five from the following : $8 \times 5 = 40$

1. What are food oriented retailers? Explain the different formats used by food oriented retailers. $2 + 6$

2. What are the pricing strategies used in retailing?

3. Discuss the pricing objectives and the price setting

determinants in retail.

4. Explain the various techniques a retailer should consider while developing a visual merchandising technique for its store.
5. Explain the various forms of direct marketing with their advantages. Give example of all the forms of direct marketing. 6 + 2
6. Give your opinion on the recent trends in online retailing. Is online retailing imposing a threat on the store based retailers? 4 + 4

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