



**K18P 1156**

**Reg. No. : .....**

**Name : .....**

**III Semester M.B.A. Degree (CBCSS – Regular/Supple.)**

**Examination, January 2019**

**Elective : Finance**

**MBA 3E 09 : SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT  
(2014 Admission Onwards)**

**Time : 3 Hours**

**Max. Marks : 80**

**SECTION – A**

**Answer two questions in this Section. Each question carries 13 marks. (2×13=26)**

1. a) Discuss the different investment avenues available to investors in India.

**OR**

- b) From the following data rank the portfolios using Sharpe's ratio and find out the portfolio that are well diversified. The risk free rate of return is 7 percent.

<b>Portfolio</b>	<b>Return (%)</b>	<b>Standard deviation (%)</b>	<b>Beta</b>
A	16.60	24.70	1.20
B	15.15	20.25	0.96
C	9.40	15.70	0.82
D	21.25	16.40	1.13
E	18.30	18.20	1.02

2. a) Describe the role of depositories in Indian capital market.

**OR**

**P.T.O.**

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2. a) Describe the role of depositories in Indian capital market.

**OR****P.T.O.**



- b) The risk free rate of return is 9 percent and the expected market return is 21 percent. The estimated rates of return of eight securities A to H and their respective Beta coefficients are as follows :

Security	Estimated Rate of Return (%)	Beta
A	15.00	1.15
B	17.00	1.19
C	23.00	1.22
D	30.00	1.75
E	20.00	1.14
F	18.00	1.13
G	25.00	1.21
H	21.00	1.28

Using CAPM, identify the securities that are correctly priced, overpriced and under priced. Comment on the result.

#### SECTION – B

Answer **any six** questions in this Section. **Each** question carries **1** mark for Part (a), **3** marks for Part (b), and **5** marks for Part (c).

(6×9=54)

3. a) What is security analysis ?  
b) Bring out the features of organised security market.  
c) Explain the objectives of security analysis.
4. a) What is a stock exchange ?  
b) Bring out the features of OTCEI.  
c) Explain the objectives of SEBI.
5. a) What is internal risk ?  
b) Explain intrinsic value.  
c) A company is currently paying a dividend of Rs. 2 per share. The dividend is expected to grow at 15 percent annual rate for three years, then at 10 percent for the next three years, after which it is expected to grow at 5 percent forever. What is the value of the share if the capitalisation rate is 9 percent ? If the current market price is Rs. 125, should it be bought ?





6. a) Define weak form of market efficiency.  
b) Distinguish between weak form and semi strong form of market efficiency.  
c) Write a note on strong form of market efficiency.

7. a) What is arbitrage pricing theory ?  
b) Bring out the concept of return under APT.  
c) An investor holds two equity shares x and y in equal proportions with the following risk and return characteristics.

Expected Return of x = 24%

Expected Return of y = 19%

Standard deviation of x = 28%

Standard Deviation of y = 23%

The return of these securities have a positive correlation of 0.6. You are required to calculate the portfolio return and risk.

8. a) What do you mean by exercise price ?  
b) Differentiate between options and futures.  
c) Explain the out-of-the money option with an example.
  9. a) What is portfolio evaluation ?  
b) Distinguish between portfolio selection and portfolio evaluation.  
c) Explain the need for portfolio evaluation.
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**K18P 1161**

Reg. No. : .....

Name : .....

**III Semester M.B.A. Degree (CBCSS – Regular/Supple.)**  
**Examination, January 2019**  
**Elective : Human Resources**  
**MBA 3E 18 : TRAINING AND DEVELOPMENT : SYSTEMS AND**  
**PRACTICES**  
**(2014 Admn. Onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

**(2×13=26)**

Answer **two** questions in this Section. **Each** question carries **13** marks.

1. Describe about facilitation of learning that focuses upon the training design.

**OR**

Elucidate the process and techniques of training evaluation.

2. Explain the process and approaches to Training needs and analysis.

**OR**

Explain the models of career development and challenges of career management.

**SECTION – B**

**(6×9=54)**

Answer **any six** questions in this Section. **Each** question carries **9** marks  
(1 Mark for Part (a), 3 marks for Part (b) and 5 marks for Part (c)).

3. a) What is person analysis ?  
b) Write the forces influencing learning.  
c) Explain the concept of Pedagogy and Andragogy.

**P.T.O.**



4. a) What is training design ?  
b) Write a note on requirement analysis.  
c) Explain the models of training applicable to customer.
  5. a) What is vestibule training ?  
b) Write a note on learning environment.  
c) How to manage career break ? Explain.
  6. a) What is formative evaluation ?  
b) Write a note on pre training communication.  
c) Explain the future of training and development in career management.
  7. a) What is power game ?  
b) Write a note on EDPs.  
c) Explain supervisor support as a facilitation of transfer.
  8. a) What is protean career ?  
b) Write a note on selection of trainers.  
c) Explain the process of employee development.
  9. a) What is reinforcement ?  
b) Write a note on modern training aids.  
c) Explain the types and importance of MDPs.
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**K18P 1153**

**Reg. No. : .....**

**Name : .....**

**Third Semester M.B.A. Degree (CBCSS – Reg./Supple.)**

**Examination, January 2019**

**Elective : MARKETING**

**MBA 3E02 : Sales and Distribution Management**

**(2014 Admission Onwards)**

**Time : 3 Hours**

**Max. Marks : 80**

***Instruction : Answer all Sections.***

**SECTION – A**

**Note : Answer any two questions in this Section. Each question carries 13 marks.**

**(2×13=26)**

1. a) Explain the steps involved in the selection process of sales personnel.

**OR**

- b) Why transportation is said to be indispensable for physical distribution of goods and services ? Discuss.

2. a) Why is it important to study motivation in the context of sales management ? Discuss.

**OR**

- b) Discuss the ethical and legal issues involved in the sales and distribution management with reference to India.

**SECTION – B**

**Note : Answer any six questions in this Section. Each question carries 1 mark for Part a), 3 marks for Part b), and 5 marks for Part c).**

3. a) What is personal selling ?  
b) State the objectives of sales management.  
c) Explain the importance of sales management.

**P.T.O.**

4. a) What is sales forecasting ?  
b) Mention the techniques of sales forecasting.  
c) Explain the importance of sales forecasting to the manager.
5. a) Differentiate between recruitment and selection.  
b) What are the advantages of external sources of recruitment ?  
c) Explain the sources of recruitment of sales personnel.
6. a) What is sales quota ?  
b) Mention the different types of quotas.  
c) Explain briefly the various methods of fixing sales quotas.
7. a) Define motivation.  
b) How are sales persons evaluated ?  
c) Why is evaluation of sales performance important ?
8. a) Define marketing channel.  
b) What is intra channel conflict ?  
c) Explain the causes of channel conflict. What measures can be taken to overcome them.
9. a) What is warehouse management ?  
b) What are the functions of warehousing ?  
c) Explain the importance of physical distribution and logistics management.

**(6×9=54)**

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**K18P 1162**

Reg. No. : .....

Name : .....

**III Semester M.B.A. Degree (CBCSS – Reg./Supple.)**  
**Examination, January 2019**  
**Elective : HUMAN RESOURCES**  
**MBA 3E19 : Performance Management**  
**(2014 Admn. Onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **two** questions in this Section. **Each** question carries **13** marks.

**(2×13=26)**

1. a) Explain the factors to be considered in implementing performance management System in organisations. Explain the role of HR professionals in performance Management.

OR

- b) Elaborate the methods of performance appraisal.
2. a) 'Management by objectives is not a technique of performance appraisal, but it denotes a systematic process of performance appraisal.' Explain.

OR

- b) Summarise the ethical and legal issues in Indian organisation with regard to performance management.

**SECTION – B**

Answer **any six** questions. **Each** question carries **9** marks. (1 mark for Part a, 3 marks for Part b, and 5 marks for Part c).

**(6×9=54)**

3. a) Who are consultants ?
- b) Write a note on BARS.
- c) Distinguish performance appraisal from potential appraisal.

P.T.O.



4. a) What are critical incidents ?  
b) What is performance management Audit ?  
c) Why is training of appraisers so important to an effective performance appraisal system ?
  5. a) What are standards ?  
b) List the challenges in performance management.  
c) Explain the significance of performance management.
  6. a) What is an organisation structure ?  
b) Explain the essence of competency mapping.  
c) List and explain the characteristics of effective performance management.
  7. a) What is 360 Degree appraisal ?  
b) Explain E-appraisal.  
c) Explain the relation between performance management and strategic planning.
  8. a) What is PAS ?  
b) What are performance review discussions ?  
c) Suppose you are a supervisor, what errors might you make when doing an employee performance appraisal.
  9. a) What is horn effect ?  
b) To what extent can the errors of appraisals be minimised through the help of information technology ?  
c) "Performance appraisal is not merely for appraisal, but is for accomplishment and improvement of performance". Discuss.
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Reg. No. : .....

Name : .....

**Third Semester M.B.A. Degree (CBCSS – Regular/Supple.)**  
**Examination, January 2019**  
**Elective : Marketing**  
**MBA 3E01 : CONSUMER BEHAVIOUR**  
**(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

**Instruction : Answer all Sections.**

SECTION – A

**Note :** Answer **two** questions in the Section. **Each** question carries **13** marks.

1. a) Briefly model, how a consumer of the following products would buy them.

- i) A Refrigerator
- ii) Common Salt

Discuss using the concept of decision-making.

OR

- b) What are Reference Groups ? Give examples of how these reference groups may influence consumer in their consumption decision.

2. a) Do husbands or wives have the most influence on buying decisions ? Explain with examples.

OR

- b) Describe the impact of digital revolution on marketing and on consumer behaviour.

**(2×13=26)**

SECTION– B

Answer **any six** questions in the Section. **Each** question carries **1** mark for Part **a**, **3** marks for Part **b** and **5** marks for Part **c**.

3. a) Define Group.  
b) Write short notes on Opinion Leadership.  
c) How do the various types of risks influence consumer decision making approaches ?

P.T.O.





4.
  - a) What is a Family ?
  - b) How does Self-concept affect consumer behaviour ?
  - c) Discuss the significance of consumer perception in pricing and promotional decisions.
5.
  - a) What is learning ?
  - b) Write a short note on Consumer Perception.
  - c) Explain its significance of Group dynamics.
6.
  - a) What are the determinants of buyer behaviour ?
  - b) Explain the consumer motives for purchasing toothpaste.
  - c) Discuss the Howard-Sheth decision making model.
7.
  - a) What is Brand loyalty ?
  - b) What are the advantages and limitations of secondary research ?
  - c) Explain the various stages of Family Life Cycle.
8.
  - a) Define Personality.
  - b) Differentiate between Organizational Buying and Consumer Buying.
  - c) Briefly explain the cultural and environmental influences on consumer behaviour.
9.
  - a) What do you understand by the term market diversity ?
  - b) Briefly explain any product characteristics the influence diffusion of innovation.
  - c) Explain the Neo-Freudian and Trait theory of personality.

(6×9=54)

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**K18P 1150**

**Reg. No. :** .....

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**III Semester M.B.A. Degree (CBCSS – Reg./Supple.)**  
**Examination, January 2019**  
**MBA 3C 16 : BUSINESS LAW**  
**(2014 Admn. Onwards)**

**Time : 3 Hours**

**Max. Marks : 80**

**SECTION – A**

**Answer two questions in this Section. Each question carries 13 marks. (2×13=26)**

1. a) What are the rules as to delivery of goods under the sale of Goods Act ?  
Explain in detail.

**OR**

- b) What are the circumstances in which the contract of bailment stands terminated ? Explain with examples.

2. a) Elucidate different consumer redressal forums available under Consumer Protection Act, 1986.

**OR**

- b) Explain in detail the procedure required to form a Joint Stock Company.

**SECTION – B**

**Answer any six questions. Each question carries 9 marks. (1 mark for Part a, 3 marks for Part b and 5 marks for Part c). (6×9=54)**

3. a) What is free consent ?  
b) What are classification of contract ?  
c) Explain the essentials of a valid contract.



4. a) What do you mean by illegal agreement ?  
b) How to discharge a contract ?  
c) State the remedies for breach of contract.
  5. a) What is warranty ?  
b) How to transfer a property ?  
c) Explain the essentials of a contract of sale.
  6. a) What is a cheque ?  
b) Differentiate between a cheque and a demand draft.  
c) Explain the characteristic of negotiable instruments.
  7. a) What is articles of association ?  
b) Mention different kinds of companies.  
c) What is the procedure to conduct company meetings ?
  8. a) What do you mean by consumer protection ?  
b) Explain the objectives of Consumer Protection Act, 1986.  
c) What is the procedure for disposal of consumer complaints ?
  9. a) What do you mean by minimum wages ?  
b) Explain the objectives of ID Act, 1947.  
c) Elaborate the relevance of Cyber Law in India.
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**K18P 1149**

**Reg. No. :** .....

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**III Semester M.B.A. Degree (CBCSS – Reg./Supple.)**  
**Examination, January 2019**  
**MBA 3C 15 : INDIAN MANAGEMENT ETHOS AND PRACTICE**  
**(2014 Admission Onwards)**

**Time :** 3 Hours

**Max. Marks :** 80

**SECTION – A**

Answer **two** questions in this section. **Each** question carries **13** marks.

1. a) Describe value based management. Discuss its relevance in globalised environment.

OR

- b) Why the study of Business Ethics is important in current situation ? How can ethical values be promoted among business community ?

2. a) Explain the concept of "Total Quality Management". What lessons can be drawn from Indian Ethos and values with regard to TQM ?

OR

- b) Elucidate the role of Government of India in enforcing ethical business behaviour.

**(2×13=26)**

**SECTION – B**

Answer **any six** questions in this Section. **Each** question carries **9** marks (1 mark for Part (a), 3 marks for Part (b), and 5 marks for Part (c)).

3. a) What is a value system ?  
b) Explain the Unitarian view.  
c) What are the basic principles of management as per ancient Indian wisdom ?
4. a) What is utilitarianism ?  
b) Write the importance of ethics in business.  
c) Explain quality of work life in Indian philosophy.

**P.T.O.**



5. a) What is corporate ethics ?  
b) Write a note on CSR.  
c) Write a note on ethics and Bhagavat Githa.
  6. a) Define organisational culture.  
b) What are the provisions of competition law in India ?  
c) Explain the importance of ethics in transnational business.
  7. a) What is dharma of management ?  
b) Write the arguments against business ethics.  
c) Explain the impact of organisational culture on ethics.
  8. a) What is corporate Mission Statement ?  
b) What are the characteristics of business ethics ?  
c) Values in Indian Ethos are evolved from deepest truths of Man, Life and Nature. Elucidate.
  9. a) What is code of ethics ?  
b) Write the relationship between ethics and corporate governance.  
c) Explain the evolution of business ethics in the west. **(6×9=54)**
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**K18P 1157**

**Reg. No. : .....**

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**Third Semester M.B.A. Degree (CBCSS – Reg./Supple.)**  
**Examination, January 2019**  
**Elective : FINANCE**  
**MBA 3E 10 : Financial Markets and Institutions**  
**(2014 Admission Onwards)**

**Time : 3 Hours**

**Max. Marks : 80**

**SECTION – A**

**Answer any two questions in this Section. Each question carries 13 marks.**

**(2×13=26)**

1. a) Explain the functions of a financial system.

**OR**

- b) Bring out the regulatory framework of NBFCs in India.

2. a) Explain the components of Indian money market.

**OR**

- b) Describe the significance of mutual fund organisations.

**SECTION – B**

**Answer any six questions in this Section. Each question carries 9 marks.**

**1 marks for Part (a) 3 marks for Part (b), and 5 marks for Part (c).**

**(6×9=54)**

3. a) What is a financial system ?

- b) Explain the transformation services of financial institutions.

- c) Explain the characteristics of financial market.

4. a) What do you mean by right issue ?

- b) Differentiate between right issues and bonus shares.

- c) Give an account of Indian money market.

**P.T.O.**





5. a) What is universal banking ?  
b) What do you mean by loan pricing ? Explain.  
c) Explain the importance of financial institutions.
  6. a) What are SIPs ?  
b) Differentiate between open ended and closed ended funds.  
c) Explain the objectives of RBI.
  7. a) What is yield curve ?  
b) Bring out the objectives of disinvestments.  
c) Explain the capital adequacy norms.
  8. a) Define factoring.  
b) Differentiate between recourse and non recourse factoring.  
c) Explain the advantages of factoring.
  9. a) What is merchant banking ?  
b) Bring out the advantages of credit rating.  
c) Explain the process of venture capital financing.
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**K18P 1151**

**Reg. No. : .....**

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**III Semester M.B.A. Degree (CBCSS – Reg./Supple.)**

**Examination, January 2019**

**MBA 3C 17 : MANAGEMENT INFORMATION SYSTEM**

**(2014 Admn. Onwards)**

**Time : 3 Hours**

**Max. Marks : 80**

**SECTION – A**

**Answer any two questions in this Section. Each question carries 13 marks.**

**(2×13=26)**

1. a) Describe the recent trends in the application of technology.

**OR**

- b) Discuss the strategic role of information system.

2. a) What are the types of business information system ? Discuss.

**OR**

- b) Elucidate security and ethical issues of information systems.

**SECTION – B**

**Answer any six questions in this Section. Each question carries 9 marks. 1 mark for Part (a), 3 marks for Part (b) and 5 marks for Part (c).**

**(6×9=54)**

3. a) Define management information system.

- b) Differentiate between operation support systems and management support systems.

- c) Explain the need for management information system.

4. a) What is business support system ?

- b) Write a short note on marketing support system.

- c) Explain need for business support systems.

**P.T.O.**



5. a) What is an expert system ?  
b) Distinguish between management information system and executive information systems.  
c) Explain the artificial intelligence technologies.
  6. a) What is virtual company ?  
b) Bring out the need for virtual company.  
c) How to create a virtual company ? Explain.
  7. a) What do you mean by improving business quality ?  
b) How to improve business quality ?  
c) How to use internet strategically ? Explain.
  8. a) What is enterprise management ?  
b) Differentiate between facility control and procedural control.  
c) Explain the methodology of information system planning.
  9. a) What is hacking ?  
b) Bring out the privacy issues in information systems.  
c) Explain the ethical challenges of information system.
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