

**Faculty of Business Management****BBA III-Year, CBCS-V Semester Backlog Examinations -June/July, 2022****PAPER: Analysis of Investment in Financial Assets (F2)**

Time: 3 Hours

Max Marks: 80

**Section-A**

- I. Answer any *five* of the following (5x4=20 Marks)
1. Par value, Book value and Market value of financial asset with example.
  2. Bond duration.
  3. Systematic and Unsystematic risk.
  4. Minimum Risk Portfolio
  5. Measures of Return
  6. Yield To Call
  7. Variable Ratio Plan
  8. Portfolio Risk

**Section-B**

- II. Answer the following (5x12=60 Marks)
9. (a) i. Write a note on behavioral aspects of investing.  
ii. Define the terms Risk and Return and explain about risk-return trade-off.  
(OR)
- (b) What is Technical analysis? Explain the tools and techniques used for technical analysis.
10. (a) What are fixed income securities? Explain different types of fixed income securities.  
(OR)
- (b) A bond of Rs.1000 was issued five years ago at a coupon rate of 6 per cent. The bond had a maturity period of 10 years and as of today, five more years are left for final repayment at par. The market interest rate currently is 10 per cent. Determine the value of the bond.
11. (a) 'CAPM establishes a linear relationship between the expected return and systematic risk of financial assets'. Elucidate.  
(OR)
- (b) i. Explain the Earnings Capitalization Model of valuation of common stock.  
ii. A company paid a cash dividend of Rs.4 per share on its stock during

current year. The company has been following a policy of enhancing its dividends by 8 percent indefinitely. Investors expect a rate of return of 14 percent on the company's shares.

- i. What is the intrinsic value of the company's share?
- ii. If the current market price of the share is Rs.70 , advise the investor.

12.(a) Explain the procedure involved in portfolio construction and evaluation.

(OR)

(b) ) Calculate returns and risk for a portfolio of two assets X and Y when 70 percent of funds are invested in X and 30 percent in Y.

	X	Y
Expected returns(%)	12	20
Risk (%)	3	8
Coefficient of correlation( r )	1	

13.(a) What is Portfolio Evaluation? Explain the techniques of Portfolio Evaluation.

(OR)

(b) The return and risk of two mutual funds and stock market index are given below:

Fund	Returns (in %)	Standard Deviation (in%)	Beta
A	12	18	0.7
B	19	25	1.3
Market	15	20	1.0

The risk free rate of return is 7 per cent. Calculate Sharpe's ratio and Treynor's ratio rank the performance of two funds.

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**Faculty of Business Management****BBA III-Year, CBCS-V Semester Backlog Examinations -June /July, 2022****PAPER-I: Financial Institutions and Markets**

Time: 3 Hours

Max Marks: 80

**Section-A**I. Answer any *five* of the following (5x4=20 Marks)

1. RBI
2. State bank of India
3. Underwriting
4. Commercial bill
5. Growth mutual funds
6. Foreign banks
7. Online trading
8. IRDA

**Section-B**

II. Answer the following (5x12=60 Marks)

9. (a) Explain the components of Indian Financial System.  
(OR)  
(b) What are the functions of SEBI?
10. (a) Explain the historical development of banking system in India  
(OR)  
(b) Explain the various types of banks in India with its features
11. (a) Explain the importance and functions of LIC and GIC  
(OR)  
(b) What is a Mutual fund? Explain its types and risks
12. (a) What is Money market? Explain the different types of tools in money markets  
(OR)  
(b) Describe the importance and features of merchant banking
13. (a) What is Initial public offer? Explain the features of secondary markets for investment  
(OR)  
(b) Explain the challenges in Indian secondary market

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**Faculty of Business Management****BBA III-Year, CBCS-V Semester Backlog Examinations -June/July, 2022****PAPER: Compensation Management (H3)**

Time: 3 Hours

Max Marks: 80

**Section-A**

- I. Answer any *five* of the following (5x4=20 Marks)
1. Definition of compensation
  2. Longevity pay
  3. Job Valuation
  4. Employee benefits
  5. House Rent allowance
  6. Flexible pay
  7. Health insurance
  8. Employee Benefits

**Section-B**

- II. Answer the following questions (5x12=60 Marks)
9. (a) Explain the dimensions of Compensation.  
(OR)  
(b) Describe the new trends in Compensation.
10. (a) Explain the steps involved in establishing the Pay plans  
(OR)  
(b) What is the person focused pay and team focused based pay? Explain
11. (a) What is pay structure? Explain the components of pay structure  
(OR)  
(b) How to build a pay structure that recognizes individual contributions?
12. (a) What is totally integrated employee benefit programme?  
(OR)  
(b) How HR manager will administer the Benefits management?
13. (a) What are the Executive compensation packages?  
(OR)  
(b) Explain the issues and challenges in international compensation.

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## Faculty of Business Management

BBA III-Year, CBCS-V Semester Backlog Examinations – June/July, 2022

PAPER: Insurance (F3)

Time: 3 Hours

Max Marks: 80

## Section-A

- I. Answer any *five* of the following (5x4=20 Marks)
1. Explain the difference between Insurance and Re-insurance
  2. What are pension plans?
  3. Explain about Marine insurance.
  4. What is Nomination, explain its features.
  5. Explain early claims and non-early claims
  6. List the various types of insurance.
  7. Explain about insurance riders.
  8. Write about duplicate policies.

## Section-B

- II. Answer the following questions (5x12=60 Marks)
9. (a) Write about Insurance and explain the functions of Insurance.  
(OR)  
(b) Explain the importance of Insurance in an individual's life.
- 10.(a) Discuss the claim settlement procedure of Life Insurance.  
(OR)  
(b) What are group insurance plans? Write its advantages and disadvantages.
- 11.(a) Explain the claim settlement procedure of marine insurance.  
(OR)  
(b) What is general insurance and explain its types.
- 12.(a) Explain the difference between Assignment, Nomination and Surrender of a policy.  
(OR)  
(b) What is a policy document? Explain the importance of insurance policy document.
- 13.(a) Write about Death claims and documents required for processing death claims.  
(OR)  
(b) What are IRDA regulations for claim payments?

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**Faculty of Business Management****BBA III-Year, CBCS-V Semester Backlog Examinations -June /July, 2022****PAPER: Customer Relationship Management (M1)**

Time: 3 Hours

Max Marks: 80

**Section-A**

- I. Answer any *five* of the following (5x4=20 Marks)
1. Scope of CRM
  2. Customer Retention
  3. Customer Centricity
  4. Salesforce Automation
  5. Road Map
  6. CLV
  7. Call Centres
  8. CRM in Consumer Markets

**Section-B**

- II. Answer the following (5x12=60 Marks)
9. (a) Discuss about the significance of customer relationship management to its stakeholders in detail.  
(OR)  
(b) Explain the various types of CRM with suitable examples.
10. (a) How do you value the Customer Satisfaction in CRM?  
(OR)  
(b) Define the concept of customer Experience Management and Customer Profitability?
11. (a) What is meant by CRM Plan? What are the various elements involved in it?  
(OR)  
(b) Describe the CRM Strategy development Process.
12. (a) Explain the CRM Marketing initiatives with suitable examples?  
(OR)  
(b) What is the role of CRM in Service Sector?
13. (a) Explain the various problems and issues in implementing the CRM?  
(OR)  
(b) What are the IT tools used in CRM?

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**Faculty of Business Management**  
**BBA III-Year, CBCS-V Semester Backlog Examinations –June/July, 2022**  
**PAPER: Basics of Human Resource Management**

Time: 3 Hours

Max Marks: 80

**Section-A**

I. Answer any *five* of the following (5x4=20 Marks)

1. HRM
2. Job Description
3. Interview
4. Performance Appraisal
5. Work Culture Diversity
6. Grievance
7. Stress
8. Recruitment

**Section-B**

II. Answer the following questions (5x12=60 Marks)

9. (a) Explain the functions of HRM

(OR)

(b) Explain the role of HR Executive

10. (a) Explain the importance of HR Planning.

(OR)

(b) Explain the current trends in Recruitment.

11. (a) Explain the process of selection.

(OR)

(b) Explain the need and objectives of training.

12. (a) Explain the need and importance of Performance Appraisal.

(OR)

(b) Explain the essentials of a good discipline system.

13. (a) Explain the causes and consequences of work stress.

(OR)

(b) Explain the stress Management techniques.

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**Faculty of Business Management****BBA III-Year, CBCS-V Semester Backlog Examinations –June/July, 2022****PAPER: Organization Development (H1)**

Time: 3 Hours

Max Marks: 80

**Section-A**I. Answer any *five* of the following (5x4=20 Marks)

1. Concept of OD
2. Participation and Empowerment
3. Six box model
4. Process Consultation
5. Quality of work life
6. TQM
7. MBO
8. Systems theory

**Section-B**

II. Answer the following (5x12=60 Marks)

9. (a) Explain the Characteristics of OD  
(OR)  
(b) Describe the Assumptions, Beliefs and Values of OD
- 10.(a) Describe the Burke Litwin model of organizational change  
(OR)  
(b) What is the Need and importance of Teams and Teams work?
- 11.(a) What are the steps in Organizational Transformation?  
(OR)  
(b) Explain the structure of Interventions.
- 12.(a) Write about the classification of OD interventions  
(OR)  
(b) Explain the features of coaching and counseling interventions
- 13.(a) Explain the features of Socio Technical systems  
(OR)  
(b) Write about High performance teams and its importance

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## Faculty of Business Management

## BBA III-Year, CBCS-V Semester Backlog Examinations –June/July, 2022

## PAPER: Financial Markets and Services (F1)

Time: 3 Hours

Max Marks: 80

## Section-A

- I. Answer any *five* of the following (5x4=20 Marks)
1. Explain the types of financial markets.
  2. Write about Primary market.
  3. What is hire purchase?
  4. Explain Factoring.
  5. List the advantages of mutual funds.
  6. Discuss the regulatory institutions of Indian Financial System.
  7. Write about SEBI.
  8. Explain the types of leasing.

## Section-B

- II. Answer the following (5x12=60 Marks)
9. (a) Explain the structure of Indian Financial system  
(OR)  
(b) Write a brief note on SEBI and its regulations in Financial markets.
10. (a) What is primary market? Explain about its components.  
(OR)  
(b) Write about NSE and explain the role of stock exchanges in trading.
11. (a) Differentiate between Leasing and Hire purchase  
(OR)  
(b) Explain the different types of leasing
12. (a) What is the difference between Fund based and Non-fund based financial services.  
(OR)  
(b) What is merchant banking? Explain its mechanisms.
13. (a) Define mutual funds and the process of evaluating mutual funds.  
(OR)  
(b) What are the mechanisms of Mutual Funds operations?

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**Faculty of Business Management**  
**BBA III-Year, CBCS-V Semester Backlog Examinations –June/July, 2022**  
**PAPER: Brand Management (M1)**

Time: 3 Hours

Max Marks: 80

**Section-A**I. Answer any *five* of the following (5x4=20 Marks)

1. Importance of branding
2. Brand audit
3. Example of brand re-positioning
4. Brand ambassador
5. Need for re-launching
6. What is Brand loyalty
7. Explain brand awareness
8. Brand Personality

**Section-B**

II. Answer the following questions (5x12=60 Marks)

9. (a) Explain different types of brands  
OR  
(b) Elaborate the functions of brand
10. (a) Explain AIDA model  
OR  
(b) What is Brand communication? Discuss in detail
11. (a) Explain different categories for Brand Extension.  
OR  
(b) Discuss various examples of brand extension in Indian context
12. (a) What is meant by Brand Positioning? Discuss its importance in terms of success of any brand.  
OR  
(b) Discuss various brand positioning variables
13. (a) Explain the tactics to build measure and manage Brand equity.  
OR  
(b) Discuss the concept of Brand management