Duration: 2½ Hours **Marks: 75**

NB: (1) All questions are compulsory having internal option.
(2) Figures to the right indicate marks allocated to each question.
(3) Simple calculator is allowed.

1. (A) Select the right option and rewrite the sentence. **(Any 8)** **(08 Marks)**

i. _____measures the systematic risk.
   a. Beta
   b. Range
   c. Variance
   d. Standard Deviation

ii. Shares are offered by company before commencement of the business is known as ___.
   a. Initial Public Offering (IPO)
   b. Follow on Public Offer (FPO)
   c. New Fund Offer (NFO)
   d. Private Placement (PP)

iii. SEBI is formed in the year _____by the Parliament of India.
   a. 1990
   b. 1992
   c. 1980
   d. 1988

iv. _____securities are called as ownership capital.
   a. Bonds
   b. Equity shares
   c. Debentures
   d. Public deposits

v. _____is the last step for Portfolio Management.
   a. Identification of objectives
   b. Develop and implement strategies
   c. Review and Monitoring
   d. Evaluation

vi. The Standard Current Ratio is _____.
   a. 2:1
   b. 1:1
   c. 3:1
   d. 1:2

vii. Debentures are _____fund.
   a. Own
   b. Debt
   c. Risky
   d. Dividend earning

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viii. The analyst draws _____ chart on graph or Logarithmic paper.
   a. Candlestick
   b. Line
   c. Bar
   d. Trend

ix. _____is the father of Modern Technical Analysis.
   a. Charles Dow
   b. Adams Smith
   c. Newton
   d. Charlie Chaplin

x. Jensen's measure of portfolio performance is based on the _____.
   a. CAPM
   b. Beta
   c. Standard Deviation
   d. Risk free return

1.(B) Give True or False: **(Any 7)** **(07 Marks)**

i. Speculators are short term Investors.
ii. Public Provident Funds are Tax Saving Investments.
iii. Nifty Index is having 50 stocks.
iv. Portfolio means combined holding of many kinds of financial securities.
v. Markowitz approach provides a systematic search for optimal portfolio.
vi. Gross Profit Margin Ratio is the difference between sales and purchase.
vii. Diversification is a technique of increasing the risk involved in a portfolio.
viii. The waves have reverse flow in Bull Market.
ix. CAPM is the theory developed by the W. Sharpe.
x. Technical analysis believes that the Investor's sentiments are depend on past movement.

2. (A) Explain the factors influencing on selection of Investment Alternatives. **(08 Marks)**
(B) What is online share trading? Give Advantages of Online share trading. **(07 Marks)**

OR

2. You are a Portfolio Manager Consultant practicing as freelancer. Mr. Singh approached you for his investment planning. His age is 65 years with investible funds of Rs. 8 Crores. He needs guidance in respect of following area. Explain in brief.

i. What are the investment avenues available to him which will give a suitable return with maximum return?
ii. What are the various types of risks? **(15 Marks)**

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3. (A) Calculate Beta for Apple Ltd. **(08 Marks)**

Year	1	2	3	4	5
Security Return (%)	17	16	17	21	24
Market Return (%)	20	17	18	20	25

3.(B) The rate of Return of Stock Meetu Ltd. and Reetu Ltd. under different status of economy are given below:

Particulars	Boom	Normal	Recession
Probability	0.30	0.45	0.25
Return of Stock of Meetu Ltd. (%)	35	50	80
Return of Stock of Reetu Ltd. (%)	75	55	51

Calculate the expected return and standard deviation of return on both the stocks.

(07 Marks)

OR

3. Following is the information about shares of Amar Ltd. and Anthony Ltd. in various economic conditions. Give answers for the questions given below.

Economic Condition	Probability	Expected price of Amar Ltd. (Rs.)	Expected price of Anthony Ltd. (Rs.)
High Growth	0.3	140	150
Low Growth	0.4	110	100
Stagnation	0.2	120	120
Recession	0.1	100	110

a. Which company has more risk to invest?

b. Will your decision change if probabilities are 0.3, 0.2, 0.3, 0.2 respectively?

(15 Marks)

4. (A) Differentiate between Fundamental Analysis and Technical Analysis. **(8 Marks)**

(B) What are Charts? Explain the types of Charts. **(7 Marks)**

OR

4. Following information is available relating to Harsh Ltd. And Ketan Ltd.

Particulars	Harsh Ltd. (Rs.)	Ketan Ltd. (Rs.)
Equity Share capital (Rs. 100 face value)	40,00,000	50,00,000
10 % Preference shares	16,00,000	20,00,000
Profit after tax	10,00,000	14,00,000
Proposed Dividend	7,00,000	8,00,000
Market Price per share	140 per share	156 per share

Calculate:

i. Earning per share

ii. Price-Earnings Ratio

iii. Dividend Payout Ratio

iv. Return on Equity shares

v. Dividend Yield Ratio

Also advise to the Investor, which is good for Investing**.** **(15 Marks)**

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5. (A) The information for three portfolios is given below:

Portfolio	Average Return on Portfolio (%)	Beta	Standard Deviation
Doremon	13	0.8	0.40
Popeye	14	0.9	0.35
Tom	16	1.2	0.25
Market Index	15	1.0	0.30

Compare these portfolios on performance using Sharpe and Treynor Measures. Risk free rate of return is 10%. **(8 Marks)**

5.(B) The Expected return and Beta factor of three securities are as follows:

Securities	Expected Return (%)	Beta
Axis Ltd.	18	1.6
Kotak Ltd.	13	1.4
HDFC Ltd.	11	0.8

If the risk-free rate is 7% and market return are 12 %. Calculate returns for each security under CAPM. Advise the securities are undervalued or overvalued or at par. **(07 Marks)**

OR

5. Give Short Notes on: **(Any Three)** **(15 Marks)**

i. SML and CML
ii. Asset Allocation
iii. Speculation and Gambling
iv. Dow Jones Theory
v. Sensex & Nifty

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Time: 2 ½ Hours **Max. Marks: 75**

Instructions: All Questions are compulsory.
Figures to the right indicates maximum marks

Q1. A) Answer true or false (any eight) **08**

1) Services are not consumed and created simultaneously.
2) In habitual buying behaviour there is low involvement of the consumer and there are few differences between brands.
3) Internal marketing represents the promise which organisations make to their customers with reference to different products and services.
4) Market segmentation is clubbing of market into groups.
5) Undifferentiated segment means no recognition of distinct segment.
6) Process, price and people are the extended P's of marketing.
7) Airports, hospitals are low contact services.
8) Process in services refer to the actual procedures, mechanisms, and flow of activities by which the service is delivered.
9) Customer action takes place between line of visibility and line of interaction.
10) Service recovery efforts play a crucial role in achieving and restoring customer satisfaction.

Q1 B) Match the columns (any seven) **07**

1) High involvement	a) services cape & atmospheric
2) Service gap	b) knowledge gap
3) Customer Involvement	c) perception gap
4) Physical evidence	d) complex buying behavior
5) Gap I	e) variation in adequate & desired service
6) Franchising	f) Un-ethical Practice
7) External marketing	g) motivates consumers
8) Zone of tolerance	h) distribution of service
9) Gap V	i) promise to the customer
10) Distortion of facts service	j) difference between expected & perceived

Q2.

a) State the factors that have led to the growth of services in Modern economy. **08**
b) Explain the distinctive characteristics of services **07**

OR

c) Explain the service marketing Triangle and discuss the importance of internal marketing. **08**
d) Discuss the importance of Positioning for services and state the approaches that can be adopted for positioning. **07**

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Q3

a) State pricing objectives and explain the different methods of pricing. **08**

b) Elaborate the importance of people mix and discuss the role of people in services. **07**

OR

c) Evaluate the different promotion and communication methods that can be adopted for marketing of services. **08**

d) State the importance of Physical evidence and discuss the elements of physical evidence in brief. **07**

Q4.

a) Define service productivity and discuss the methods that organizations can adopt for managing productivity. **08**

b) Explain the different service quality Gaps with help of a Gap model. **07**

OR

c) Explain the strategies for Managing Capacity constraint and Demand fluctuation. **08**

d) Discuss the importance of Benchmarking for the service sector and explain the levels of benchmarking. **07**

Q5. Write a note on (any three) **15**

1. Recent Trends in Health care Industry
2. Factors Favouring Transnational Strategy
3. International and Global strategies in service marketing
4. Challenges of Education sector
5. Unethical practices in service sector

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(2 ½ Hours) **Total Marks: 75**

N.B.: (1) **All** questions are **compulsory** subject to **internal choice**.
(2) **Figures** to the **right** indicate **full** marks.

Q.1. (A) **State whether the following statements are True or False (Any Eight):** **(8)**

1. Performance Management is a flexible process and not a system
2. Performance management does not require any linkage between strategic business objectives and day-to-day actions
3. Performance appraisal process uses top-down assessment approach
4. Performance management & rewards-recognition are not related concepts
5. Performance planning includes setting goals, targets, objectives & standards of performance
6. Performance appraisal is a continuous process
7. Organizational culture drives organizational performance
8. Organizations must reward their employees based on their hierarchical levels
9. Clear performance criteria are necessary to drive employee motivation & commitment to achieve job goals & expectations
10. Potential & Performance – both deal with the past

Q.1. (B) **Match the Columns (Any Seven):** **(7)**

A	**B**
(A) Potential Appraisal	(1) Process of enhancing an employee's future value
(B) Mentoring	(2) Code of Ethics in Performance Management
(C) Career Planning	(3) Supportive Feedback
(D) Professional Development	(4) Mainly the responsibility of H.R. Management
(E) SMART	(5) Emphasis on life-time employment & promotions based on seniority
(F) Performance Monitoring	(6) Motivates individual to perform still better
(G) Process Benchmarking	(7) Feedback Mechanism
(H) Career planning & development	(8) Identifying, learning & adopting outstanding practices
(I) The Japanese Career Model	(9) Dynamic, reciprocal relationship in work environment
(J) Component of Performance Management	(10) Organizational Objectives

Q.2. (a) Explain in brief the performance management process **(08)**
(b) Briefly explain the performance management cycle **(07)**

OR

(c) Explain the concept of Performance Management & explain its characteristics and components **(15)**

Q.3. (a) What is Performance Benchmarking? Explain the various methods & benefits of setting benchmarks **(15)**

OR

(b) Explain Performance Monitoring & its process **(08)**
(c) Discuss High Performance Teams **(07)**

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Q.4. (a) Explain the concept of Potential Appraisal & its steps in detail **(15)**

OR

(b) Write a note on Principals of Ethical Performance Management **(08)**

(c) Explain the concept of code of ethics for performance management **(07)**

Q.5. (a) Explain the various career development models in brief **(8)**

(b) Explain the role of technology in career planning & development **(7)**

OR

Q.5. **Short Notes (Any three):** **(15)**

1. Performance Related Pay
2. Mentoring
3. Ethical Issues in Performance Management
4. Performance Planning
5. Trait Approach of Performance Appraisal

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(2 ½ Hour) **[Total Marks:75]**

Q 1) a)
MULTIPLE CHOICE QUESTIONS: (ANY 8) (8)

1. Marketing is _____ because it is the manager's creativity and imagination. (Art, Science, Profession, Business)
2. _____are the entities that work with the company to create value for the target customers.
   Customers, Collaborators, Competitors, Managers
3. _____ identify the time frame for achieving a milestone setting a time line is a key strategic decision.
   (Temporal Bench Marks, Quantitative benchmarks, Qualitative benchmark, Official bench mark)
4. _____ refers to benefits received from scale of the company's operations.
   (Product value, Scale value, line value, communication value)
5. MOORE'S model identifies _____ distinctive categories.
   (four, eight, five, six)
6. _____branding strategy creates a separate brand for each product of product line.
   (Individual, Umbrella, Sub-Branding, Hybrid)
7. Joint ventures, contractual agreement are examples of _____ collaborations.
   (explicit, implicit, horizontal, none of the above)
8. _____ position lays emphasis on overall performance without highlighting individual benefit. (holistic, value, functional, hybrid)
9. In _____ approach brand equity is calculated on the difference in the cash flows from a sale of branded product and it is compared to equivalent non branded product of the same category.
   (Cost based approach, Market based approach, financial approach, Holistic approach)
10. Marketing the product in such a way that the competitor's consumers are targeted is called as _____
    (Steal share strategy, Market growth strategy, Differentiation strategy, Market Penetration strategy)

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Q1) b)

STATE WHETHER THE FOLLOWING STATEMENTS ARE TRUE OR FALSE (ANY 7)

1. Business models are Tangible in nature.
2. Differentiation process aims to divide all buyers in two markets of different groups which focus on their needs offering.
3. Factors to be considered while Segmentation are - Similarity, Exclusivity, Relevance
4. Scale value reflects the synergies between the offerings in the company & product line.
5. Vertical integration is favored to seek control on key aspects of value delivery chain.
6. The approach is to develop the same offering for both customers which is called as one for each strategy
7. Monetary incentives aim to reduce an offerings cost by providing customers with a monetary inducement to purchase the offering.
8. Pragmatists view technology innovation as a productivity tool.
9. Pioneers are the products which are first ones to reach the hands of customers.
10. The price strategy where the company offers a price even below cost to increase the sales of products and services is called the loss leader pricing

Q2)

a) Briefly Describe GSTIC Model. (7)

b) Explain the 7 tactics of Marketing. (8)

OR

c) Describe marketing as (i) Art (ii) Science (iii) Business discipline (iv) Value creation process. (8)

d) Explain Top Down and Bottom Up Business Model Generation. (7)

Q3)

a) Explain the factors to be considered while Segmenting the market. (7)

b) Explain One for all strategy and One for each strategy (8)

OR

c) Define positioning and Describe the role of strategic positioning. (7)

d. Explain Collaboration and levels of strategic collaboration (8)

Q4)

a) Explain Factors affecting product and service decisions. (8)

b) Describe Moore's model of Adoption of new technology. (7)

OR

c) Explain product line management to gain and defend market position (8)

d) Explain Individual and Umbrella branding with examples (7)

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Q5)

a) Briefly the major approaches to strategic pricing. (7)

b) Explain the methods to determine promotion expenditure (8)

OR

Q5)

ATTEMPT ANY 3 SHORT NOTES (15)

1. Hybrid channel of distribution
2. Channel coverage
3. Drawbacks of a Pioneer
4. Slotting allowance and stocking allowance
5. Steal- Share Strategy

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All Questions are compulsory
Each question carries equal marks

Marks: 75 **Duration: 2.5 Hrs**

Q.1A) Select the correct option; (Any 8 out of 10) **08 marks**

1. Type _____ personality people are less prone to stress.

a. A
b. B
c. C
d. D

2. Anxiety is a form of _____.

a. Diagnose
b. Trauma
c. Disorder
d. Disability

3. Chronic stress lasts for _____.

a. Short term
b. Medium term
c. Very short term
d. Long term

4. _____ is an art and has techniques to make the respiratory organs to move and expand intentionally, rhythmically and intensively.

a. Mindfulness
b. Time management
c. Pranayama
d. Visual imagery

5. Eustress is a _____ stress.

a. Negative
b. Positive
c. Null
d. Reactive

6. Stress audit may lead to a _____.

a. Health issue
b. Frustration
c. Career coaching
d. Irritability

7. Digestive disorder is an example of _____ response to stress.

a. Psychological
b. Behavioural
c. Physiological
d. Cognitive

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8. _____ may include reduced ability to concentrate, think clearly or remember accurately.

a. Behavioural responses
b. Cognitive responses
c. Physiological responses
d. Psychological responses

9. The _____ stage can be referred to as the gateway towards burnout or stress overload.

a. Alarm
b. Resistance
c. Initial
d. Exhaustion

10. The alarm reaction stage of the GAS prepares a person to respond to the stressor they are experiencing. This is often known as a, _____ response.

a. Fight or flight
b. Physiological
c. Cognitive
d. Behavioural

Q.1A) State whether the following True or false: (Any 7 out of 10) (07 Marks)

1) Technology can be both, stressor as well as stress buster.
2) Deep breathing and yoga are examples of physical stress management techniques.
3) During our primary appraisal of a stressor, we evaluate our coping strategies.
4) A person who believes that their success is the result of their own effort would be described as having an external locus of control.
5) Employees who survive in high-demand environments are described as "resilient".
6) Men are twice as likely as women to have generalized anxiety disorder.
7) Rethinking your expectations may help you cope with stress.
8) The causes of stress are essentially the same for everyone.
9) Stress is always a negative, harmful emotion.
10) Chronic stress can contribute to depression.

Q.2 A) "There are several consequences of Stress." – Make a list. (08 Marks)

Q.2 B) What are the various features of stress? (07 Marks)

OR

Q.2 C) What are the various types of Stress? (08 Marks)

Q.2 D) What are the potential sources of stress? (07 Marks)

Q.3 A) What is time management? Explain its importance in managing stress. (08 Marks)

Q.3 B) What are the pre-requisites of a stress free life? (07 Marks)

OR

Q.3 C) What is anxiety? Explain various types of anxieties. (08 Marks)

Q.3 D) What role can organizations plays to reduce the stress levels of individual? (07 Marks)

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Q.4 A) Explain the stages of GAS- Generalised Adaptation Syndrome. (08 Marks)

Q.4 B) What are the primary, secondary and tertiary levels of stress management interventions? (07 Marks)

OR

Q.4 C) what are the benefits of meditation? (08 Marks)

Q.4 D) Discuss the role of mindfulness, music and non-violence in stress control. (07 Marks)

Q.5 A) Explain the phases of Stress audit process. (08 Marks)

Q.5 B) "As workers try to cope with everyday stress at work they are often confronted with additional stress posed by technology." - Do you agree? Justify your agreement or disagreement. (07 Marks)

OR

Q.5 Write Short Notes on **(Any THREE out of FIVE)** (15 marks)

1) Eustress
2) Burnout
3) Work-life balance and stress
4) Biofeedback as a technique of stress management
5) Transactional model of stress management

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TIME : 2.5 HOURS **MARKS: 75**

Note : 1) All questions are compulsory with internal choice.

2) Figures to right indicate full marks.

Q. 1 A) State whether the following statements are True or False (Any Eight) **(8)**

1) Corporate Communication is a management function.
2) A VNR is usually distributed by satellite
3) Situational Theory focusses on information diffusion.
4) Propaganda Tactics were used in Public Information.
5) Corporate image and corporate reputation are same.
6) Media is a powerful tool in reaching the masses.
7) Communicating with the financial public is known as Financial Public Relations.
8) Crisis always improves the reputation of the company.
9) Newspapers and Magazines are oldest forms of Print Media.
10) Libel and Slander are types of defamation

B) Match the column (Any Seven) **(7)**

A	**B**
1) Employee Communication	a) Symbolism
2) Electronic Media Kit	b) Real time exchange of messages
3) Corporate Identity	c) Radio & Television
4) Two Way Asymmetrical	d) Financial Publicity
5) E brand Identity	e) Press Kit
6) Crisis Communication	f) Streaming videos on Internet
7) Financial Communication Expert	g) Website
8) Online Chat	h) Formative Research
9) Broadcast Media	i) Trust Building
10) Webcasting	j) Internal Communication

Q.2 a) What is corporate communication? Mention its basic elements **(8)**

b) Discuss internal and external tools of corporate communication **(7)**

OR

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c) Explain the scope of Corporate Communication **(8)**

d) Describe different types of Invasion of Privacy with relevant examples. **(7)**

Q.3 a) What is meant by Public Relations? Explain its essentials **(8)**

b) Explain the Diffusion theory of public relations. **(7)**

OR

c) Discuss the objectives of Public Relations in business. **(8)**

d) State the Economic and Technological factors influencing public relation environment. **(7)**

Q.4 a) Discuss the various guidelines for handling crisis **(8)**

b) What is Financial Communication? State the various types of financial public **(7)**

OR

c) Explain the principles of good media relations. **(8)**

d) State the sources of good employee communication. **(7)**

Q. 5 a) Discuss today's communication technology with suitable examples. **(8)**

b) State the characteristics of blogs. **(7)**

OR

C) **Write short notes on (Any three)** **(15)**

a) RTI

b) Types of Blogs

c) Systems theory

d) Web Conferencing and RSS

e) E-Internal Communication

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