Time: 2.30 Hrs **Marks: 75**

(A) Multiple Choice Question: (Any 8) **(8)**

1. _____ project are those set up within the national boundaries of a country.
(i) National (ii) International (iii) Normal (iv) Private

2. _____ is the long-term strategic decision which determines a company's capability to supply products or services.
(i) Project Management Maturity Model (PMMM) (ii) Continuous improvement
(iii) Capacity planning (iv) Procedural

3. _____ is the set of tasks grouped chronologically into processes and the set of people or resources needed for those tasks.
(i) Organisation (ii) Workflow (iii) Project (iv) Organisational structure

4. _____ analysis enables the government to take up new developments which will benefit everyone and not just a few.
(i) SWOT (ii) Environmental Impact Assessment (EIA)
(iii) Feasibility studies (iv) social cost benefit

5. _____ is the process of tracking, reviewing, and reporting the progress to meet the performance objectives defined in the project management plan.
(i) Project Management Maturity Model (PMMM) (ii) Monitor and Control Project Work (iii) Project management information system (iv) Project auditing

6. _____ are instruments for raising debt capital.
a. Equity
b. Preference
c. Factoring
d. Debenture

7. _____ is the number of days a company takes in realizing its inventories in cash.
a. Cash Cycle
b. Operating cycle
c. Debtor cycle
d. Creditor cycle

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8. If PI < 1 then reject the project.

a) Accept

b) Reject

c) No effect

d) Positive effect

9. _____ contains the recognition that process improvement is necessary to maintain a competitive advantage.

a. Level 1- Common Language

b. Level 2-Common Processes

c. Level 3-Singular Methodology

d. Level 4-Benchmarking

e. Level 5- Continuous Improvement

10. The key to a successful project is in the _____.

(i) Planning (ii) Organising (iii) Monitoring (iv) Implementation

(B) Match the following: (Any 7) **(7)**

Group 'A'	Group 'B'
(a) Feasibility study	**(i)** *Internal and positive factors*
(b) Technical feasibility	**(ii)** A tool used to identify the environmental, social and economic impacts of a project prior to decision-making.
(c) Economic viability	**(iii)** Financial analysis
(d) Swot	**(iv)** External and positive factors
(e) Strengths	**(v)** Strategic planning tool
(f) Weaknesses	**(vi)** Technology
(g) Opportunities	**(vii)** External and negative factors
(h) Threats	**(viii)** Better use of available raw material
(i) Environmental impact assessment	**(ix)** Improve the standard of living in society
(j) Positive NPV	**(x)** Internal and negative factors
	(xi) Accept the proposal

Q2. A. Discuss Project Management Maturity Model. **(8)**

Q2. B. How is project classified? **(7)**

OR

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(15)

Q2. A company can make either of two investments. Assure a required rate of return at 10%, determine for each project.

(a) Net Present Value.
(b) Profitability Index.
The cash inflows of the two projects are as follows:

Particular	A	B
Cost of Investment (Rs.)	10,00,000	12,00,000
Expected Life (No Salvage)	5 Years	5 Years
Cash Inflow: Year 1	80,000	90,000
2	70,000	1,50,000
3	80,000	1,00,000
4	70,000	80,000
5	60,000	80,000

	Year 1	Year 2	Year 3	Year 4	Year 5
PV of Re. 1 @ 10% of:	0.909	0.826	0.751	0.683	0.621

Q3. A. What is the importance of project planning? **(8)**
Q3. B. Discuss government assistance toward project management for start-ups. **(7)**

OR

Q3. The data relating to two companies are as given below: **(15)**

Particular	Company A	Company B
Equity Capital @ Rs. 10/- each	Rs. 5,00,000	Rs. 3,00,000
10% Debenture	Rs. 4,00,000	Rs. 6,00,000
Output (unit) p. u.	20,000	30,000
Selling Price Per unit	Rs. 35	Rs. 30
Fixed Cost p. u.	Rs. 5,00,000	Rs. 1,00,000
Variable Cost p. u.	Rs. 20	Rs. 10

You are required to calculate the operating leverage (OL), financial leverage (FL) and combine leverage (CL) of two companies. Tax rate 30%. find out impact of leverages on Cost of Capital.

Q4. A. What is Risk? State and explain various types of risk in project. **(8)**
Q4. B. What are the reasons for project termination? **(7)**

OR

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Q4. On 31st March, 2022 the balance sheet of Gomati Ltd. was as follows: **(15)**

Balance Sheet

Liabilities	Rs.	Assets	Rs.
Share capital:			
Authorized 20,000 equity shares of Rs. 100/- each	2,00,000	Land and buildings	3,00,000
Issued and paid up 15,000 equity share of Rs. 100/- each 15,00,000		Furniture	1,72,500
Less: Calls in arrears at Rs. 20/- each 2,000	14,98,000	Stock	4,50,000
Reserves A/c.	1,54,500	Sundry debtors	9,07,500
Bank Overdraft	32,000	Bills Receivable	20,000
Creditors	1,15,500	Bank	1,30,000
Bills Payable	67,500		
Outstanding Expenses	1,12,500		
	19,80,000		**19,80,000**

The net profits of the company after providing for tax were as follows:

Year Ended	Rs.
31st March, 2022	1,82,500
31st March, 2021	1,70,000
31st March, 2020	1,97,000
31st March, 2019	1,85,000
31st March, 2018	1,45,000

On 31st March, 2022 Land building were values at Rs. 4,75,000 and Furniture were valued at Rs. 2,05,000. Normal rate of return can considered at 10%. Goodwill is to be valued at Rs. 77,800.

Find the intrinsic value of fully paid and partly paid equity shares. Consider closing employed as average capital employed.

Q5. Calculate the important ratios for granting term loans and give your recommendations from the following information: **(15)**

(Rs. in Lacs)

Year	I	II	III
Profit before Interest & Tax	60.00	80.00	100.00

Tax rate 40%

Loan is repayable in equal installments at the end of the each of the 3 years along with interest.

Loan amount: Rs. 420 lacs @ 12% p.a.

Capital investment in project: Rs. 600 lacs depreciable equally over 3 years

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Q5. Write Short Notes on: **Any 3** **(15)**

a. Forms of organisation structure
b. Production Planning and Control.
c. Continues improvement.
d. Significant of Demand Forecasting
e. Conflict in Project Management.

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Time:2.5 hrs **Marks:75**

Note: i. All questions are compulsory.

ii. Figures to the right indicate full marks.

Q1. A. Fill in the Blanks (Any 8) 8 marks

1. Talent management is also known as _____. (Human Capital Management, Human Resource Management, Personnel Management).
2. The concept of value chain was introduced in _____. (1987, 1985, 1982, 1980)
3. _____ is a critical component of talent management and employee satisfaction. (performance management, leadership management, career management)
4. _____ is concerned with identification of potential talent that needs to be retained. (Talent development, Talent acquisition, Talent retention)
5. Succession planning deals with developing leadership plans for the _____. (present, past, future)
6. Talent management helps in improvising _____ practices. (Hiring, Employee orientation, performance)
7. Talent management is a _____ system. (information, inspirational, motivational)
8. _____ is an action plan made on the basis of management needs of the organization. (Management Plan, Data Flow Chart, Project Statement)
9. _____ identifies individual's strengths and weaknesses. (competencies, Competency mapping, competency management)
10. _____ management focuses on integration. (competency, human resource, performance)

Q1 B. State whether the following statements are True or False (Any 7) 7 marks

1. The basic foundation of talent management is hiring the right people.
2. Referrals are the best source for quality talent.
3. Inclusive approach to talent management is likely to develop a sense of inequality amongst the employees.
4. For developing a talent management strategy Pestle analysis needs to be conducted.
5. Online portals have led to the war between talent management and people.
6. Teamwork is the only pillar stone of talent management.
7. Competency management is treated as a HR process.
8. Competency is behavior based.
9. Competence are typically result centric.
10. Feedback loop builds a database to identify and track trends.

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Q2.A. Why is talent management needed?	8 marks
Q2 B. Discuss the role of HR in Talent management.	7 marks
OR	
Q2C. State the benefits of Talent Management.	8 marks
Q2D. What are the strategies to fill the talent gaps?	7 marks
Q3A. Discuss the key elements of talent management systems.	8 marks
Q3B. Explain the approaches to talent management with its pros and cons.	7 marks
OR	
Q3C. State the steps in talent management process.	8 marks
Q3D. What are the critical success factors to create talent management system?	7 marks
Q4A. Discuss the contemporary talent management issues.	8 marks
Q4B. State the best practices in talent management.	7 marks
OR	
Q4C. State the current trends in talent management.	8 marks
Q4D. Write in brief about Talent Management information system.	7 marks
Q5A. Discuss the types of competencies.	8 marks
Q5B. Explain the features of Competency Mapping.	7 marks
OR	
Q5C. Write Short Notes (Any 3)	15 marks

1. Principles of Talent management
2. Importance of talent management process
3. Ethical Practices in talent management
4. Iceberg model of competency
5. Objectives of competency management

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Duration: 2 ½ Hrs **Marks: 75**

Note: 1. Q.1. is compulsory
2. Q.2. to Q.5 are compulsory with internal choice
3. Figures to the right indicate full marks

Q.1. a) Choose the correct options (Any 8) **(08)**

1)	Sales cycle of Industrial marketing is_____	
	a. shorter	c. longer
	b. effective	d. limited
2)	_____ component describes the characteristics of society where an organization exists.	
	a. economic component	c. legal component
	b. social component	d. demographic component
3)	Which is the example of primary data?	
	a. journals	c. reports
	b. magazines	d. questionnaires
4)	EPO stands for _____ order.	
	a. electronic purchase	c. electronic performing
	b. electronic paying	d. electronic procurement
5)	_____ is example of manufactured part.	
	a. yarn	c. iron supplied
	b. cheese	d. ball bearing
6)	Advertisements in Industrial market are focused on _____	
	a. product application & benefits	c. trends
	b. needs of customers	d. type of market
7)	Post evaluation is done _____ purchase.	
	a. before	c. continuous
	b. after	d. steady
8)	Example of Operating supplies is_____	
	a. paint	c. notepads
	b. cranes	d. trucks
9)	_____ sending request for information and prices to supplies and receiving the responses using internet.	
	a. e-tendering	c. e-auction
	b. e-commerce	d. e-procurement
10)	In Industrial marketing buying decisions are made by_____.	
	a. individual	c. customer
	b. team	d. agents

Q.1. B) Match the Following (Any 7) **(07)**

Column A		Column B	
1.	Industrial material	a.	Direct Channel
2.	Networking	b.	Commercial Transactions
3.	Prospecting	c.	Online Buying & Selling
4.	Niche Market	d.	Prepaid account

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5.	One level marketing	e.	Market Research
6.	Studies Competitors	f.	Intermediary action
7.	E-wallet	g.	Personal Selling
8.	E-Commerce	h.	Direct
9.	E-procurement	i.	Connecting people
10.	End Consumer	j.	Raw

Q.2. a) Define Industrial Marketing. Classify the Industrial Products **(08)**
b) Elaborate the Industrial Buying Behaviour process. **(07)**

OR

Q.2. c) Explain the Three levels of Industrial Marketing Environment **(08)**
d) What is Vendor analysis? State the criteria for selecting the vendor **(07)**

Q.3. a) What is Market Research? State the importance of market research **(08)**
b) Explain the approaches for selecting the target market **(07)**

OR

Q.3. c) What is Product Positioning? Elaborate the product positioning strategies **(08)**
d) Explain Levels of Market segmentation **(07)**

OR

Q.4. a) Explain the role of advertising in B2B market **(08)**
b) Discuss the industrial marketing channels **(07)**

OR

Q.4 c) State & explain the types of Advertising **(08)**
d) Illustrate Product classification **(07)**

Q.5. What is E-Commerce? Explain the forms of B2B E-commerce **(15)**

OR

Q.5. Write Short Notes on: **(Any 3)** **(15)**
a) Sales Promotion
b) Business Networking
c) Personal Selling
d) E-Payments
e) Industrial Marketing Communication

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[Time: 2 ½ Hours] **[Marks: 75]**

N.B. 1) Q. 1 is compulsory.
2) Q.2 to Q.5 are compulsory with internal choice.
3) Figures to the right indicate full marks.
4) Workings should form part of your answer.
5) Use of simple calculator is allowed.

Q.1 (A) Choose correct alternative and rewrite the statement: (Any 8) (8)

1. The term 'Person' includes _____.
   a. HUF
   b. AOP
   c. BOI
   d. All of them

2. Income which accrues or arise outside India but received directly in India are taxable in case of _____.
   a. Resident only
   b. Non-Resident
   c. Both ordinary resident and NOR
   d. All the assesses

3. Gratuity received by the Government employee is _____.
   a. Fully taxable
   b. Fully exempt
   c. Partly Taxable
   d. 1/3rd is exempt

4. Maximum amount of deduction for entertainment allowance is Rs. _____.
   a. 1,500
   b. 2,500
   c. 5,000
   d. 10,000

5. Municipal tax is deducted from _____.
   a. Net Annual Value
   b. Gross Annual Value
   c. Municipal Valuation
   d. Actual Rent

6. Bonus paid to employee is allowed as deduction on _____.
   a. Accrual basis only
   b. Payment basis only
   c. Declaration
   d. Both accrual basis and Payment basis

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7. Capital gain arises from transfer of _____.
   a. an asset
   b. a capital asset
   c. any fixed asset
   d. house property only

8. CII refers to _____.
   a. Cost Inflation Index
   b. Cost Income Index
   c. Consumption Inflation Index
   d. Cost Improvement Index

9. Gift received by Mrs. Monica from her relatives shall be _____.
   a. Fully taxable
   b. Fully exempt
   c. Exempt upto Rs. 50,000
   d. Exempt upto Rs. 25,000

10. Deduction U/s 80 CCC is allowed to the extent of Rs._____.
    a. 1,00,000
    b. 1,50,000
    c. 2,00,000
    d. 2,50,000

Q.1 (B) State whether given statements are True or False: (Any 7) (7)

1. The Income Tax act is applicable to the whole of India.
2. For a newly set up business previous year can be of less than 12 months.
3. Past untaxed profits brought into India is always taxable.
4. Commuted pension means receipt of lumpsum amount in lieu of periodical income.
5. Professional Tax deduction is allowed on accrual basis.
6. Unrealised rent is deducted from Net Annual Value.
7. Provision for Doubtful Debts can be deducted from profits of business.
8. Capital Gain on transfer of depreciable asset is always long term capital gain.
9. Interest on Income tax refund is an income from other source.
10. Interest repayment on housing loan qualifies for deduction U/s 80C.

Q.2 Mr. Spectar is a U.S.A. citizen. He came to India on 10th October, 2022 for a visit and was in India till 31st March, 2023. In the earlier previous years, he is in India as under: **[15]**

Previous Year	No. of Days
2012-13	180 days
2013-14	198 days
2014-15	205 days
2015-16	180 days
2016-17	59 days
2017-18	285 days
2018-19	200 days
2019-20	100 days
2020-21	185 days
2021-22	192 days

Determine the residential status of Mr. Spectar for the Assessment Year 2023-24.

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OR

Q.2 Mrs. Radhika had the following income during the year ended on 31st March, 2023: **(15)**

		Rs.
1.	Income from business in Japan, being controlled from New York	14,00,000
2.	Rent from property in New York received in India	8,00,000
3.	Income earned in London in the past, but brought to India during the previous year	2,00,000
4.	Dividend from French Company received in London.	4,00,000
5.	Income from agriculture in Nepal, received in India	3,00,000
6.	Royalty from a German company, received in India	7,00,000
7.	Interest credited to Standard Chartered Bank, Dubai branch	6,00,000
8.	Income from profession in Sri Lanka, received in Bangladesh. (Profession was set up in India)	5,00,000
9.	Interest received from Bonds issued by an Indian Company	2,00,000

Compute her Total Income for the A.Y. 2023-24, if she is:
(i) A Resident; (ii) A Resident but Not Ordinarily Resident (iii) Non-Resident

Q.3 Mr. Narayan, a government employee, was retired on 31st October, 2022. Thereafter, he joined as a consultant in a private company from 1st January, 2023. He provided the following particulars for the previous year ended 31st March, 2023 **(15)**

Particulars	Amount (Rs.)
As Government Employee	
Basic Salary per month	1,20,000
Dearness Allowance per month	40,000
Gratuity received on retirement	12,00,000
Commuted pension received on retirement	10,00,000
Uncommuted pension received per month	60,000
Professional tax deducted per month	200
Employee's contribution to provident fund per month	25,000
As Private Employee	
Salary per month	80,000
Entertainment Allowance per month	10,000
Other information	
Dividend received from Indian companies	65,000
Annual Interest on 10% debentures issued by AB Ltd. of the nominal value Rs. 5,00,000	
Interest received on his saving bank account	15,000
Gift received from Spouse on his retirement	90,000

During the year, he paid Medical insurance premium of Rs. 24,000 for himself and spouse.
Compute his Taxable Income for the Assessment Year 2023-24.

OR

X51Y2DCF19X51Y2DCF19X51Y2DCF19X51Y2DCF19

Q.3 Mr. Nidan owns two houses. The particulars of his income for previous year 2022-23 is as follows: **(15)**

Particulars	**Mumbai House**	**Goa House**
Fair rent	4,60,000	3,90,000
Municipal Valuation	4,70,000	3,60,000
Rent received	4,80,000	3,80,000
Municipal Taxes @ 10% of municipal valuation	Paid	Due but not paid
Fire insurance premium paid	22,000	20,000
Building maintenance charges	14,000	5,600
Interest paid on loan taken for construction of house property	1,20,000	60,000

During the year, he received interest of Rs. 60,000 on term deposits and interest of Rs. 16,000 on saving bank deposits. He has a dependent brother, who is physically disabled (85%) and Rs. 57,000 was incurred as expenses on his maintenance.

Compute his Taxable Income for the Assessment Year 2023-24.

Q.4 Following is Profit & Loss Account of Mr. Chaudhari, who is physically handicapped (60% disability) for the year ended 31st March, 2023. **(15)**

Particulars	**Rs.**	**Particulars**	**Rs.**
To Printing & Stationery	1,20,000	By Gross Profit	20,08,000
To Salaries	5,00,000	By Interest on Saving bank account	12,000
To Advertisement	75,000	By Dividend from Indian Co.	90,000
To Gift to daughter	60,000	By Interest on Government Securities	95,000
To Electricity Charges	1,50,000	By Income tax refund	40,000
To Interest on Capital	1,25,000		
To Depreciation	2,25,000		
To Sundry expenses	25,000		
To Provision for Doubtful debts	80,000		
To Income Tax	85,000		
To Net Profit	8,00,000		
	22,45,000		**22,45,000**

Additional Information:

1) Depreciation allowable as per Income Tax Rules Rs 2,50,000.
2) Provision for doubtful debts include bad debts written off to the extent of Rs 10,000.

You are required to compute his Taxable income for the assessment year 2023-24.

OR

X51Y2DCF19X51Y2DCF19X51Y2DCF19X51Y2DCF19

Q.4 Mr. Dinkar Rajiwade acquired a residential property for Rs. 2,00,000 on 16th May 1992. Additional information pertaining to property was as follows. **(15)**

a) Fair market value as on 1-4-2001 was Rs. 21,00,000

b) Cost of improvement are as follows:

Financial year	Rs.
1997-98	75,000
2013-14	1,50,000
2018-19	5,50,000
2021-22	13,00,000

c) He sold residential property on 26th November, 2022 for Rs 1,95,00,000

d) He acquired new residential house for Rs. 95,00,000 on 10-03-2023.

e) Expenses on transfer amounted to Rs 3,50,000.

Relevant Cost Inflation Indices are as follows:

Financial Year	Cost Inflation Index
2001-02	100
2013-14	220
2018-19	280
2021-22	317
2022-23	331

Compute the Capital Gains of Mr. Dinkar Rajiwade for Assessment year 2023-24.

Q.5 (a) Discuss the provisions of Income Tax Act, 1961 regarding Residential Status of an Individual. **(8)**

(b) Explain Deduction U/s 16 from Salary Income. **(7)**

OR

Q.5 Write short notes on (any three): **(15)**

1) Long term Capital Gain.
2) Deduction U/s 80D.
3) Any five items exempt U/s 10.
4) Income from Deemed to be Let out Property.
5) Perquisites

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X51Y2DCF19X51Y2DCF19X51Y2DCF19X51Y2DCF19

(2½ Hours) **Total Marks: 75**

N.B: 1) All questions are compulsory

2) Figures to the right indicate marks

Q. 1 A.Choose the correct alternative **(any 8)** **(8)**

1. The ……. strategy refers to a company's activities aimed at attracting customers from its competitors rather than trying to attract customers who are new to the product category.
   a) Differentiation
   b) steal share strategy
   c) market leader
   d) loss leader

2. ……..are entities with offerings that target the same customers and aim to fulfill the same customer need.
   a) customer
   b) competitor
   c) collaborator
   d) company

3. ……..starts with a customer analysis that seeks to identify a need that has not been fulfilled by the competition.
   a) bottom up business model
   b) top down business model
   c) SBU
   d) Basic model

4. Velcro is an example of _____model
   a) bottom up business model
   b) top down business model
   c) SBU
   d) Basic model

5. The approach is to develop the same offering for both customers is called as….
   a) One for all strategy
   b) One for each strategy
   c) fighting strategy
   d) market development strategy

6. …….reflects the worth of the information provided by customers.
   a) Product line value
   b) scale value
   c) communication value
   d) information value

X51Y2EE9C7X51Y2EE9C7X51Y2EE9C7X51Y2EE9C7

7. ……. involves tensions among entities in multiple distribution channels (e.g., a manufacturer and two retailers
   a) Vertical channel conflict
   b) Horizontal channel conflict
   c) multichannel conflict
   d) hybrid conflict

8. ……involves creating a separate brand for each product or product line.
   a) Individual branding
   b) Brand Hierarchy
   c) Umbrella branding
   d) No branding

9. ……..calls for setting prices based on customers' willingness to pay for the benefits afforded by the company's offering.
   a) penetration pricing
   b) Demand pricing
   c) Competitive pricing
   d) Cost-based pricing

10. ……...strategy aims to attract customers who are new to the category.
    a) Steal share strategy
    b) Similarity strategy
    c) Differentiation
    d) market growth

Q.1 B. STATE WHETHER TRUE OR FALSE(ANY 7) **(7)**

1. Marketing is a Science because it is often driven by a manager's creativity and imagination.
2. Brand involves a set of unique marks and associations that identify the offering and create value beyond the product and service aspects of the offering.
3. Horizontal channel conflict depicts tensions between entities in a single distribution channel (e.g., a manufacturer and a retailer).
4. Collaborator power refers to the ability of a given company to exert influence over another entity.
5. Brand identity includes the identifying characteristics of the brand, such as brand name, logo, symbol, character, slogan, jingle, product design, and packaging.
6. Brand salience is a comprehensive analysis of a brand, most often to determine the sources of brand equity.
7. Sandwich strategy involves introducing a two-tier product line comprising a high-quality offering and a low-priced offering, effectively sandwiching low-priced competitors
8. BDI stands for Brand Development Index.
9. prices ending in "9" often create the perception of a discount, whereas prices ending in "0" might create the perception of quality. Such strategy is called as Reference price effect.
10. Apple targeting Windows users (rather than aiming at customers who have never had a computer) is an example of Steal share Strategy

X51Y2EE9C7X51Y2EE9C7X51Y2EE9C7X51Y2EE9C7

Q2)

a) Explain the Five Cs of Marketing with the help of a relevant example **(7)**
b) Explain the 7 tactics of Marketing. Support your answer with a relevant example. **(8)**

OR

c) Describe marketing as (i) Art (ii) Science (iii) Business discipline (iv) Value creation process. **(8)**
d) Explain the Bottom Up Business Model Generation. Support your answer with examples **(7)**

Q3)

a) Briefly explain the strategic positioning options. **(8)**
b) Explain One for all strategy and One for each strategy **(7)**

OR

c) How can a company strategically manage profits? **(7)**
d. Explain Collaboration and levels of strategic collaboration **(8)**

Q4)

a) Explain Factors affecting product and service decisions. **(8)**
b) Write a note on Moore's model of Adoption of new technology. **(7)**

OR

c) Write a note on Product Line Cannibalization **(7)**
d) Explain 1. Brand extensions 2. Brand Equity **(8)**

Q5)

a) List and explain the various Collaborator Incentives that can help business grow. **(7)**
b) Explain the various strategies to gain market position **(8)**

OR

Q5) ATTEMPT ANY 3 SHORT NOTES **(15)**

1. Psychological Pricing effects
2. Push and Pull promotion
3. Hybrid Channel of Distribution
4. Channel Structure
5. Strategies to defend market position

X51Y2EE9C7X51Y2EE9C7X51Y2EE9C7X51Y2EE9C7

[Time: 2½ Hours] **[Marks:75]**

Please check whether you have got the right question paper.

N.B. 1. Answer **all** the questions.
2. The Marks are assigned on the R.H.S.
3. Draw Illustrations, **diagrams** and **Schedules** wherever necessary.
4. Use of **simple calculator** is allowed.

Q.1 A) Match the right and closely related answer from Column Y with the terms given in Column X. (Attempt Any 7 questions) **(07)**

Column X	Column Y
1) 80 : 20 Rule	a) Containment and usefulness
2) Delivery of product from a single supplier to a multiple retailers	b) Selective Criteria Seasonality
3) Logistics function of Packaging	c) Upstream Logistics
4) Fixed Path Variable Destination Material Handling Equipment	d) ABC Analysis
5) SOS	e) Milk Run
6) Inbound Logistics	f) Golden Quadrilateral
7) Highway network connecting four Metropolitan cities	g) Downstream Logistics
8) Information functionalities – Transaction System, Management Control	h) Supply Chain Integrator
9) Outbound Logistics	i) Decision Analysis, Strategic Planning
10) 4PL	j) Auto Guided Vehicle (AGV)

Q.1 B) State TRUE or FALSE for the following statements. (Attempt Any 8 Questions) **(08)**

1. Inbound Logistics involves post production logistics activities.
2. Supply chain management is a narrower concept than logistics management.
3. Customers set service expectations -- not suppliers.
4. Transport services involve cargo transportation by rail only.
5. Warehouses enable storage of goods when their supply exceeds demand and by releasing them when the demand is more than immediate productions.
6. Materials Handling does not involve movement of Material, but involves only protection, and storage and control of materials.
7. Service benefits of warehousing are Spot Stock, Assortment, Mixing, Production Support and Market Presence.
8. Management Information System (MIS) is a part of Logistics Information system (LIS).
9. 8' x 8' x 30' (feet) is the size of a standard container.
10. Companies have to strike a balance between agile and lean to manage global supply chains as per requirements.

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Q.2)

a) What is Logistical infrastructure? Discuss in detail functions of Inland Container Depot (ICD) /Container Freight Station (CFS). **(08)**

b) What do you mean by Bull-whip effect in SCM? What are the causes of the Bull-whip effect? **(07)**

OR

c) From the following data, calculate a 3 period weighted moving averages from 4 th Month to 8 th Month, with weights as 3, 2 and 1. The largest weight is being assigned to most recent period and current Demand Value. **(10)**

Period (Month)	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**
Demand in Units	190	200	220	230	250	270	290	**?**
Weightage for 3 period moving average					1	2	3	

d) Explain the concept of RO-RO and LASH **(05)**

Q.3)

a) What are the objectives of Material Handling function of Logistics? Discuss any 5 principles for designing efficient material handling system. **(08)**

b) Discuss the concept of Green Logistics and Reverse Logistics with suitable examples. **(07)**

OR

c) Discuss various global logistics trends. **(08)**

d) Discuss Total Cost Approach (TCA) of logistical costing & compare TCA with Traditional costing. **(07)**

Q.4)

a) Define Safety Stock, Lead Time (Re order Period) and Re-Order Stock Level (ROL). Daily consumption of a raw material in the production process is 800 units. Lead time for delivery is 6 Days. Company's policy is to keep a safety stock equal to two day's daily consumption to guard against stock out. Calculate Re-Order Level. **(08)**

b) What is Logistics performance measurement? Explain the logistics Internal performance measurement system in an organization? **(07)**

OR

c) Discuss 7 R's of Customer Service with a suitable example. **(07)**

d) Define Packaging. Explain the different types of Packaging. **(08)**

Q.5)

A) Read the case and answer the questions given below:

Starbuck like many of the most successful worldwide brands, the coffee shop giant has been through its periods of supply chain pain. In fact, during 2007 and 2008, Starbucks leadership began to have serious doubts about the company's ability to supply its 16,700 outlets. As in most commercial sectors at that time, sales were falling. At the same time though, supply chain costs rose by more than $75 million.

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When the supply chain executive team began investigating the rising costs and supply chain performance issues, they found that service was indeed falling short of expectations. Findings included the following problems

- Fewer than 50% of outlet deliveries were arriving on time
- A number of poor outsourcing decisions had led to excessive 3PL expenses
- The supply chain had, (like those of many global organisations) evolved, rather than grown by design, and had hence become unnecessarily complex.

Starbucks' leadership had three main objectives in mind to achieve improved performance and supply chain cost reduction.

These were to:

1. Reorganize the supply chain
2. Reduce cost to serve
3. Lay the groundwork for future capability in the supply chain

In order to meet these objectives, Starbucks divided all its supply chain functions into three key groups, known as "plan" "make" and "deliver". It also opened a new production facility, bringing the total number of U.S. plants to four.

Next, the company set about terminating partnerships with all but its most effective 3PLs. The remaining partners were then managed via a weekly scorecard system, which was aligned with renewed service level agreements.

By the time Starbucks' supply chain transformation program was completed, the company had made savings of more than $500 million over the course of 2009 and 2010, of which a large proportion came out of the supply chain, according to Peter Gibbons, then Executive Vice President of Global Supply Chain Operations.

Questions:

I) What do you mean by Global Supply Chain? State disadvantages of a Global Supply Chain? **(05)**

II) What made Starbuck to reorganize its supply chain? **(05)**

III) How did Starbuck reorganize the supply chain? **(05)**

OR

Q.5

B) Write short notes on following. (Attempt Any 3 Questions out of 5) **(15)**

1) Intermodal Transportation
2) Private Vs. Public Warehouse
3) Mission Based Costing
4) Merits and demerits of transportation by Road.
5) 3PL Vs. 4PL

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Time:2 ½ hrs. Total Marks:75 marks

Instructions:- All questions are compulsory
Figures to the right indicate full marks

Q1. A) Match the column (any Eight) (08marks)

	Group A		Group B
1	Perishability	A	Keeping the promises
2	Interactive Marketing	B	Lack of ability to store the services
3	Medical services	C	Servicescape
4	High contact	D	Gap between desired and adequate services
5	Service recovery	E	Core product with supplementary services
6	TQM in services	F	People based services
7	Zone of tolerance	G	Quality Dimension
8	R-A-T-E-R	H	ISO participation
9	Flower of services	I	Handling customers dissatisfaction
10	Physical evidence	J	Hard to evaluate

B) Answer true or false (any seven) (07 marks)

1) When services do not have any accompanying goods they are called as pure services.
2) Employee training is an element of Physical evidence.
3) Customer gap is the difference between customer expectations and perceptions.
4) Banking can be characterised as pure services.
5) Evaluation of medical diagnosis service is mainly depends on high in credence quality.
6) Serviceplace is the physical surroundings or the physical facility where the service is produced, delivered and consumed.
7) Teaching is an example of intangible dominant.
8) Motivation is not an element of People.
9) Empathy is defined as the caring, individualised attention that the firm provides its customers.
10) Service blue print is a flowchart of service process.

PTO

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Q2. Answer the following questions

a) Define services. Explain the peculiar features of services. **(08)**
b) Distinguish between Goods and Services. **(07)**

OR

c) Explain Service marketing triangle with reference to insurance industry. **(08)**
d) Explain the different types of customer contacts in Service business. **(07)**

Q3. Answer the following questions

a) Explain the flower of service concept with reference to airline industry. **(08)**
b) Explain the regulatory and differential pricing mechanism adopted by service industry. **(07)**

OR

c) Explain in brief the extended P's of service marketing. **(08)**
d) Explain the concept of service blueprinting with the help of diagram. **(07)**

Q4. Answer the following questions

a) Explain Service Quality dimension with reference to education sector. **(08)**
b) What is Benchmarking? Explain the different levels of Benchmarking. **(07)**

OR

c) Explain the different strategies for improving service productivity. **(08)**
d) Explain how you will balance the gap between Demand and Supply in service marketing. **(07)**

Q5. a) What is Transnational Strategy? Explain its elements and also state the factors Favouring transnational strategy. **(15)**

OR

b) Write a note on (any three) **(15)**

i. Recent Trends in banking sector.
ii. Innovation in Services.
iii. Zone of tolerance.
iv. Branding in Services.
v. Service Recovery

_____

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Duration: 2 ½HRS **Marks: 75**

Q1) A) Fill in the blanks (answer any 8) **[08]**

1. _____ is also called as salary structures.

   (A) Accidental Insurance (B) Wage Levels (C) Cost of Living (D) Compensation

2. 3 P's of compensation does not include _____.

   (A) Pay for Position (B) Pay for Period (C) Pay to the Person (D) Pay for Performance

3. Job evaluation helps to assess the real _____ of the job.

   (A) Performance (B) Skills (C) Net Worth (D) Need

4. _____ have a great economic & social significance.

   (A) Wage Differentials (B) Wage Rate (C) Rewards (D) Compensation

5. The piecework plan is often called _____.

   (A) Individual Pay Plan (B) Group Pay Plan

   (C) Extrinsic Rewards (D) Intrinsic Rewards

6. Minimum _____ year's contribution service is required for entitlement to pension.

   (A) 8 (B) 5 (C) 20 (D) 10

7. HRCA stands for _____.

   (A) Human Resource Cost Accounting (B) Human Resource Credit Accounting

   (C) Human Resource Cost Auditing (D) Human Resource Credit Accounting

8. Golden Parachutes make it easier to hire and _____ executives.

   (A) Fire (B) Dismiss (C) Retain (D) Motivate

9. The payment of gratuity act was passed in the year _____.

   (A) 1975 (B) 1976 (C) 1965 (D) 1972

10. The _____ said be paid within a period of eight months from the close of the accounting.

    (A) Gratuity (B) Pension (C) Bonus (D) Provident Fund

Q1) B) True or False (answer any 7) **[07]**

1) Compensation management is an integral part of human resource management.
2) Job Based Compensation Plan is the traditional and widely used form of compensation plan.
3) The group incentive can be based only on piece rate.
4) Short term incentive is mostly given to senior general and functional area executives.
5) The commission is difficult to calculate and understand.
6) Stock option plan is a non-tradable long-term incentive available to the managers.

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7) HRA is statutory in the country.
8) Standard Costing method is not time consuming.
9) COBRA cover plans that provide both life insurance and disability benefits.
10) The Payment of Wages Act 1936 emphasises timely payment of wages.

Q2) a) Define Compensation. What are the secondary objectives of a compensation plan? **[8]**

Q2) b) Explain the external factors that influence of compensation plan. **[7]**

OR

Q2) c) Write a short note on 3 P's of compensation. **[8]**

Q2) d) What are the various factors to be considered for a sound pay structure? **[7]**

Q3) a) Define Incentive plan. What are the various types in incentive plans? **[15]**

OR

Q3) b) What are the pre-requisites for an effective incentive system? **[8]**

Q3) c) Write in detail about "Subsistence Theory of Wage" **[7]**

Q4) a) Elaborate the compensations given to special groups. Any 5. **[8]**

Q4) b) Explain Cafeteria Approach with the help of an appropriate example. **[7]**

OR

Q4) c) Define Human Resource Accounting. Explain its features. **[8]**

Q4) d) Explain "Golden Parachute". How to write a Golden Parachute Severance Agreement? **[7]**

Q5) a) Explain the Bonus Act 1965 in detail. **[8]**

Q5) b) Explain the Equal Remuneration Act 1976. **[7]**

OR

Q5) Short Notes (Any 3 out of 5) **[15]**

a) Write a note on "The Distributive Justice Model".
b) What are the different types of wage differentials?
c) Write a note on Human Resource Value Accounting (HRVA).
d) Write a note on Gratuity Act 1972.
e) Write in brief about, Adjudication.

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Duration: 2.30 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) Match the columns and rewrite the sentence. **(Any 8)** **(08 Marks)**

	Group - I		Group - II
i.	Bonus shares	a.	Controllable
ii.	Treasury Bill	b.	Efficient Market Hypothesis
iii.	Gilt Edged security	c.	Measure systematic risk
iv.	Market Index	d.	First step in Portfolio Management Process
v.	Life Insurance policy investment	e.	issued without consideration
vi.	Standard deviation	f.	Money Market Instrument
vii.	Unsystematic Risk	g.	gives risk free return
viii.	Random Walk Theory	h.	BSE
ix.	Beta	i.	Tax saving Investment
x.	Identification of objectives and constraints	j.	Fluctuation of market price

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

i. Equity shareholders do not get fixed rate of dividend.
ii. India is the lowest consumer of gold in the world.
iii. NAV is declared every year ended for each Mutual Fund.
iv. Market Capitalization refers to the total market value of a Company's outstanding shares.
v. Standard deviation measures the dispersion of data from its expected value.
vi. Holding period return is the total return on asset or portfolio over a period during which it was held.
vii. The simple Moving Average is an arithmetic mean of price data.
viii. Technical Analysis provides short term view of security pricing.
ix. Efficient Market Hypothesis can be categorised into three basic levels.
x. CML is the basis of the Capital Market Theory.

2. (A) Define Investment and Explain the Investment Process. **(08 Marks)**
(B) Give a brief note on Market Capitalization. **(07 Marks)**

OR

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2. (C) The security return on stock of Camlin Ltd. and Apsara Ltd. under different status of economy are given below: **(08 Marks)**

Particulars	Boom	Low Growth	Stagnation	Recession
Probability	0.20	0.20	0.30	0.30
Return on stock of Camlin Ltd. (%)	30	35	30	20
Return on stock of Apsara Ltd. (%)	35	30	20	10

Calculate the expected return and standard deviation of return on both the stocks and advise to invest in one of them**.**

2.(D) The security return of Navneet Ltd. and market returns are given below:**(07 Marks)**

Particulars	1	2	3	4	5	6
Return on security of Navneet Ltd. (%)	12	14	18	20	21	23
Market Return (%)	10	13	16	18	19	20

Calculate Beta on security of Navneet Ltd**.**

3.(A) Explain the role of Portfolio Manager. **(08 Marks)**

3.(B) Give a brief note on Diversification of risk**.** **(07 Marks)**

OR

3. The Balance Sheet of Hathi Cement Ltd. as on 31st March 2023 was as under: **(15 Marks)**

Particulars	**Amount (Rs.)**	**Particulars**	**Amount (Rs.)**
1,00,000 Equity Shares of Rs. 10 each fully paid	10,00,000	Fixed Assets	14,90,000
8 % Preference shares	4,00,000	Investments	3,00,000
Profit & Loss Account	4,00,000	Inventories	2,80,000
10 % Debentures	2,50,000	Debtors	1,75,000
12 % Bank Loan	1,90,000	Cash & Bank	45,000
Sundry Creditors	85,000	Advance Salary	40,000
Outstanding Expenses	55,000	Preliminary Expenses	50,000
Total →	**23,80,000**	**Total →**	**23,80,000**

Net Profit After Tax Rs. 3,80,000
Market Price per Share Rs. 32
Dividend per share Rs. 2

Calculate:

i. Liquid Ratio
ii. Earnings Per Share
iii. Price-Earnings Ratio
iv. Dividend Pay-out Ratio
v. Dividend Yield Ratio

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OR

4.(A) Explain the CML and SML in brief. **(8 Marks)**

(B) Explain the Dow Jones Theory in Brief. **(7 Marks)**

OR

4.(C) The information for three portfolios is given below: **(08 Marks)**

Portfolio	Average Return on Portfolio (%)	Beta	Standard Deviation
Parker	21	0.9	0.38
Pentel	20	1.4	0.48
Faber –Castell	21	1.2	0.27
Market Index	22	1.0	0.30

Compare these portfolios on performance using Sharpe and Treynor Measures. Risk free rate of return is 10%.

4.(D) The following information the securities are as follows: **(7 Marks)**

Securities	Expected Return (%)	Beta
Johnson & Johnson	23	1.3
Pampers	22	1.1
Mothercare	20	0.9
Market Return	22	1.0

If the risk-free rate is 9%. Calculate returns for each security under CAPM. Identify the securities are undervalued or overvalued or at par and advise to Invest.

5. CS. Kumar Mangalam, aged 26 years a Practicing Senior Chartered Secretary. He is having Rs. 50,00,000 investible funds. **(15 Marks)**

(a) Advise him for Investment avenues available to him which will give maximum return?

(b) Explain the advantages and disadvantages by investing in the specific avenues.

OR

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

i. On-line trading
ii. Speculation and Gambling
iii. Portfolio Strategy Mix
iv. CAPM
v. The Efficient Market Hypothesis

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Time Allowed: 2 ½ hrs. **Total Marks: 75**

Note: 1. All questions are compulsory carry 15 marks.
2. Figure to the right indicate full marks.
3. Suitable assumptions and working notes should form the part of your answer.

Q.1 (A) Fill in the Blanks: (any 8) **(8)**

1. SHRM is concerned with the relationship between _____ resource and strategic management in an organization.
(a) electrical (b) human (c) animal (d) mechanical

2. HRM is fully integrated with the _____ and the strategic needs of the firm.
(a) strategy (b) plan (c) category (d) policy

3. _____ has drastically charge the scope of working hours.
(a) Teachings (b) Techniques (c) Technologies (d) Trends

4. Globalized business has globalized _____ that bring with it cultural diversity in the work place.
(a) staffing (b) planning (c) organizing (d) controlling

5. Employees desire _____ to be able to address work and non-work need and interest.
(a) efficiency (b) accessibility (c) acceptability (d) flexibility

6. The _____ Resource refers to the tools used to create and / or deliver an organisation's product.
(a) Technology (b) Techniques (c) Training (d) Transfers

7. The most extreme action to reduce a surplus is to _____ the employees.
(a) no-vacancy (b) re-appoint (c) lay-off (d) pay-on

8. HRD Strategies can be aimed at a attracting and _____ human-capital as well as developing it.
(a) retaining (b) repairing (c) recurring (d) renovating

9. Partnership Agreements are based on the concept of _____ Partnership.
(a) social (b) nation (c) zonal (d) region

10. Dissatisfaction with career prospects is a major cause of _____.
(a) preparation (b) presentation (c) planning (d) turnover

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Q.1 (B) Rewrite the statement and state whether they are true or false: (any 7) (7)

1. HRM basically focuses on an organisation's human resources.
2. SHRM takes the HRM model with its focus on strategy, integration and coherence.
3. 24 x 7 internet service culture has a lot of pressure on today's people.
4. Workforce diversity has no impact on labour supply.
5. Younger employees have no original outlook, lack of knowledge and absence of energy.
6. Strategic human resource planning must be viewed as a single act.
7. The impact analysis is included in the development of the strategic plans for each resource.
8. Dissatisfaction results if the jobs are rewarding in themselves.
9. Too much work can be fruitful to productivity.
10. A healthy and happy office will always reduces the productivity.

Q.2 (A) Explain the roles in Strategic Human Resources Management (SHRM). **(8)**
(B) Explain the features of Strategic HRM. **(7)**

OR

Q.2 (C) Explain the changing role of HR professionals. **(8)**
(D) Explain how SHRM can be linked with business performance. **(7)**

Q.3 (A) Explain the meaning and advantages of Strategic HR Planning. **(8)**
(B) Discuss the ways of managing HR Surplus. **(7)**

OR

Q.3 (C) Explain the meaning and importance of rewards strategy. **(8)**
(D) Explain the process of Strategic Human Resource Development. **(7)**

Q.4 (A) Explain the concept of Outsourcing and Retrenchment Policy. **(8)**
(B) What are the barriers to effective implementation of HR policies? **(7)**

OR

Q.4 (C) What are the areas of HR policies in an organization? **(8)**
(D) Explain the importance of strategic HR policies to maintain work harmony. **(7)**

Q.5 (A) What are the factors influencing employee engagement? **(8)**
(B) What are the contemporary approaches to HR Evolution? **(7)**

OR

Q.5 Write Short Notes on: (any 3) (15)

a) High Involvement Management Model.
b) Requisites of Sound HR policies.
c) Benchmarking
d) Employer branding
e) HR Score Card

****

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Duration: 2.30 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. _____doesn't try to go for the biggest possible gains at all times.
   a. Active Investor
   b. Passive Investor
   c. Speculator
   d. Retirement Investor

ii. A _____is a professionally managed income scheme.
   a. Equity Stock
   b. Mutual Fund
   c. Gold
   d. Real Estate

iii. SEBI Act was passed in the year _____by the Parliament of India.
   a. 1990
   b. 1992
   c. 1980
   d. 1988

iv. The periodic payment on Bond is called _____earning.
   a. Interest rate
   b. Coupon rate
   c. Dividend rate
   d. Required rate of return

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

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

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

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viii. _____Charts help to identify the turning points to decide buy or sell the stock.
   a. Head and Shoulder
   b. Triangles
   c. Pennants
   d. Wedges

ix. The Efficient Market Hypothesis is also called as _____.
   a. Dow Jones Theory
   b. Elliot Wave Theory
   c. Random Walk Theory
   d. Newton Theory

x. Sharpe'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. Hedgers are long term Investors.
   ii. Life Insurance premium is not Tax Saving Investments.
   iii. Sensex Index is having 50 stocks.
   iv. Online trading account investors have access to their accounts 24/7.
   v. Large Cap Stocks are of usually large and well – established companies have strong market presence.
   vi. Dynamic Asset Allocation is constantly adjusted the mix of assets as markets rise or fall.
   vii. The standard Proprietary ratio is more than 65 %.
   viii. SML represent the movement of one security.
   ix. CAPM is the theory developed by the W. Sharpe.
   x. Dow Jones Theory consists three types of Market Movement.

2. (A) Differentiate between Investment and Speculation. **(08 Marks)**
   (B) What are the functions of Investment Bank? Explain in brief. **(07 Marks)**

OR

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2. (C) The security return on stock of Tabu Ltd. and Dabu Ltd. under different status of economy are given below: **(08 Marks)**

Particulars	Boom	Low Growth	Stagnation	Recession
Probability	0.40	0.20	0.20	0.20
Return on stock of Tabu Ltd. (%)	40	35	20	15
Return on stock of Dabu Ltd. (%)	35	40	20	20

Calculate the expected return and standard deviation of return on both the stocks and advise to invest in one of them.

2. (D) The security return of Axa Ltd. and market return are below: **(07 Marks)**

Particulars	1	2	3	4	5	6	7
Return on security of Axa Ltd. (%)	12	14	15	18	20	22	25
Market Return (%)	14	15	18	20	22	24	27

Calculate Beta on security of Axa Ltd.

3.(A) Explain the steps in the process of Portfolio Management. **(08 Marks)**

3.(B) Give a brief note on Fundamental Analysis. **(07 Marks)**

OR

3. The Balance Sheet of Urja Nagri Ltd. as on 31st March 2023 was as under: (**15Marks**)

Particulars	**Amount (Rs.)**	**Particulars**	**Amount (Rs.)**
50,000 Equity Shares of Rs. 10 each fully paid	5,00,000	Fixed Assets	10,70,000
8 % Preference shares	2,00,000	Investments	1,00,000
Profit & Loss Account	3,80,000	Inventories	80,000
10 % Debentures	1,50,000	Debtors	75,000
Bank Overdraft	70,000	Cash & Bank	25,000
Sundry Creditors	65,000	Advance Salary	20,000
Outstanding Expenses	35,000	Heavy Advertisement Expenses	30,000
Total →	**14,00,000**	**Total →**	**14,00,000**

Net Profit After Tax Rs. 2,80,000
Market Price per Share Rs. 28
Dividend per share Rs. 2

Calculate:

i. Current Ratio
ii. Earnings Per Share
iii. Price-Earnings Ratio
iv. Dividend Pay-out Ratio
v. Dividend Yield Ratio

4. (A) Explain the charting as a technical tool. **(8 Marks)**

(B) Explain Elliott Wave Theory in Brief. **(7 Marks)**

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OR

4.(C) The information for three portfolios is given below: **(08 Marks)**

Portfolio	Average Return on Portfolio (%)	Beta	Standard Deviation
AZB	23	0.92	0.45
CAM	18	1.45	0.35
SAM	21	1.12	0.25
Market Index	22	1.0	0.30

Compare these portfolios on performance using Sharpe and Treynor Measures. Risk free rate of return is 8%.

4.(D) The following information the securities are as follows: **(7 Marks)**

Securities	Expected Return (%)	Beta
EY Ltd.	18	1.25
KPMG Ltd.	20	1.92
PWC Ltd.	19	0.83
Market Return	22	1.0

If the risk-free rate is 7%. Calculate returns for each security under CAPM. Identify the securities are undervalued or overvalued or at par and advise to Invest.

5. Vijay Kediya, aged 62 years a Stock Market Advisor. He is having Rs. 50,00,000 investible fund. **(15 Marks)**
   (a) Advise him for Investment avenues available to him which will give maximum return?
   (b) Explain the advantages and disadvantages by investing in the specific avenues.

OR

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

i. Gambling
ii. Depository Settlement
iii. Portfolio Strategy Mix
iv. Charting Techniques
v. Dow Jones Theory

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