

**MBA III Semester Supplementary Examinations April/May – 2013****Investment and Portfolio Management**

Max. Marks: 60

Time: 03 Hours

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**Part A**

Answer any Four Questions (12 Marks each)

4 x 12 = 48 Marks

1. "The Investment process involves a series of activities starting from the policy formulation"- Discuss
2. How do various indicators predict the prospect for Investment in Stocks?
3. How does RSI indicate the technical strength and weakness of the stock price movement?
4. What is simple diversification? (a) Will it reduce total risk? (b) Will it reduce unsystematic risk?
5. Distinguish between the security market line and Capital market line
6. The rates of return of Two securities over the past ten years are given. Calculate covariance correlation of the two securities.

Years:	1	2	3	4	5	6	7	8	9	10
ABC:	12	8	7	14	16	15	18	20	16	22
XYZ:	20	22	24	18	15	20	24	25	22	20

7. Write short notes on:

(a) Odd lot dealer (b) Sweat Equity (c) NSE

**Part B–Compulsory Question***Analyze the following case and answer the questions.***CASE STUDY**

12Marks

8. Based on the risk and return relationships of the CAPM, supply values for the seven missing data in the following table:

Security	Expected Return	Beta	Standard Deviation	Non-market risk
A	-	0.8	-	85
B	19.0	1.5	-	49
C	15.0	-	8	0
D	7.0	0	12	-
E	21.0	-	15	-

Also explain briefly the relationship exists between the above variables.

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**ANNAMACHARYA INSTITUTE OF TECHNOLOGY & SCIENCES :: RAJAMPET  
(AUTONOMOUS)**

**MBA III Semester Supplementary Examinations April/May – 2013**

***Advertising & Sales Promotion Management***

Max. Marks: 60

Time: 03 Hours

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***Part A***

**Answer any Four Questions (12 Marks each)**

**4 x 12 = 48 Marks**

1. Discuss the various basis of classification of advertising. Give examples.
2. Discuss the top-down and build-up approaches for determining the advertising budget. Which approach would you recommend for a medium sized retailer?
3. Explain the concepts of pre-testing, post testing and experimental designs.
4. How is a media selected? Explain the roles of various media's in advertising.
5. Explain the role of visual layout in creation of advertisements.
6. Discuss the various method of trade sales promotion. In your view, which method is more suitable for a new brand of any cellular phone?
7. Explain the ways for a firm to evaluate the success or failure of its public relation efforts.

**Part B–Compulsory Question**

*Analyze the following case and answer the questions.*

**CASE STUDY**

**12Marks**

The Delhi government proposes to re-launch the “Meri Delhi-Meri Shaan” (My Delhi – My Pride) campaign, once again. Delhi besides being the capital of India is a historical city with monuments like Qutab Minar, Lal Quila, India Gate, Humavun Tomb, etc, Delhi also attract people from all religions because of Shesh Ganj Gurudwara, Historic Jain Temple, Dargah, Akshardham, Lotus Temple, Iskon Temple and many such places. Delhi also symbolizes an integration of people from different parts of the country.

During the last five years, a number of new products have been initiated, giving a facelift to the city and the city's infrastructure. The Delhi Airport and the Railway station are being modernized, roads have been widened and flyovers have been constructed for smoother traffic. Further, successful commissioning of Metro Rail on certain routes and fast completion on the others has reduced congestion on the roads. The emergence of shopping malls, five star hotels, corporate offices and tourism centres has evinced interest about the city among the public in India and world over. In view of the above, recommend an advertising campaign for Delhi Government considering the following questions:

**8. Questions:**

- a. What are the suitable objectives of such a campaign?
- b. Who are the target audience?
- c. What media vehicles would you recommend and why?
- d. What creative strategy will you use?

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