

Exam.Code:0025  
Sub. Code: 17892

2125  
Bachelor of Business Administration  
Fifth Semester  
BBA-308: Investment Management

Time allowed: 3 Hours

Max. Marks: 80

*NOTE: Attempt four short answer type questions from Section–A. Attempt two questions each from Section B and C respectively.*

*x-x-x*

**Section – A**

I. Attempt any four of the following:-

- a) Differentiate investment, speculation, and gambling with respect to risk and expected return.
- b) Write a short note on trend line.
- c) What is Advance-Divide Index? How is it useful?
- d) Explain the concept of beta ( $\beta$ ) in CAPM and its importance in portfolio selection.
- e) Discuss the concept of an efficient frontier in portfolio theory.
- f) Discuss how diversification reduces unsystematic risk in a portfolio. (4x5)

**Section-B**

- II. Define investment. Explain its nature and objectives. Discuss the investment process with suitable examples. (15)
- III. Discuss the three levels of fundamental analysis: economic, industry, and company analysis. Illustrate with examples how each level affects investment decisions. (15)
- IV. Explain the theoretical framework of technical analysis and its basic assumptions. (15)
- V. Define security analysis. Discuss its significance for investors in making informed decisions. (15)

**Section - C**

- VI. Define portfolio management and explain its objectives. Discuss the role of diversification in reducing risk. (15)

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- VII. Discuss the Capital Asset Pricing Model (CAPM) and the assumptions underlying it. How does CAPM help in determining the expected return of a security? (15)
- VIII. Explain the Treynor Model and compare it with the Sharpe Model in terms of risk-adjusted returns. (15)
- IX. a) Value vs. Growth Investing  
b) Arbitrage Pricing Theory (5+10)

x-x-x