

2021
B.B.A.-5th Semester
BBA-308: Investment Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt any four short answer type questions from Section-A. Attempt any two questions from Section-B & C respectively.

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SECTION-A

- I. Attempt/Explain any four of the following: -
- (a) Define the term investment.
 - (b) What do you mean by Industry Analysis?
 - (c) Define trend line.
 - (d) What are the uses of CAPM?
 - (e) Define term 'Diversification'.
 - (f) How Treynor's measure is used in Portfolio evaluation? (4×5)

SECTION-B

- II. Discuss the features of investment programme. (15)
- III. State the meaning, rationale, procedure and limitations of the fundamental analysis. (15)
- IV. 'A technical analyst explains that the stock market acts like a barometer rather than a thermometer'. Elaborate the statement. (15)
- V. Define the efficient market hypothesis in each of its three forms. What are its implication? (15)

SECTION-C

- VI. What are the strengths and weaknesses of the Markowitz approach? (15)
- VII. What is meant by the optimal portfolio and how is it related to an efficient portfolio? (15)
- VIII. Under the CAPM, what is the efficient set called? State uses & limitation of CAPM. (15)
- IX. Differentiate value Vs Growth investing. Give logical reasons to support your answer. (15)

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