13-12-2025

Printing Page : 1 **Paper Code : MBA-IM FM – 2** **(A) (SVSU) : 2025-26/R**

Enrollment No. | | | | | | | | | | | | | |

M.B.A –(INT)

4th Year 7th Sem Examination

Security Analysis and Portfolio Management

Time : 3 Hours **Max. Marks : 70**

I	**Long Question : Answer Any Three**	**[10×3=30]**
1.	How we can differentiate the Capital Market & Money Market in detail?	
2.	Explain the Technical analysis and Fundamental analysis in detail.	
3.	What do you mean by Risk? Discuss the types of Risks involved during an Investment.	
4.	Describe the meaning of Portfolio Management. Discuss its objectives and significance also.	
II.	**Short Question: Answer any Five**	**[5×5=25]**
1.	Define the Company Analysis?	
2.	Define the meaning of Fundamental Analysis?	
3.	Explain the advantages and disadvantages of Mutual Funds?	
4.	Define the role of stock exchange in investor protection?	
5.	Explain the concept of the Capital Asset Pricing Model.	
6.	Why investors want to invest money?	
7.	Define Systematic and Unsystematic Risk?	
8.	What are the habits of a good investor?.	
III.	**Objectives Question: Answer All Questions**	**[15×1=15]**

1.. This type of risk can be avoided by diversifying properly.
A. Systematic Risk B. Unsystematic Risk C. Portfolio Risk D. Total Risk

2. Which of the following securities has the most possible risk as well as the highest potential return?
a) Preferred stock b) Commercial Paper c) Derivatives d) Bonds

3. The ability to convert an asset rapidly and without influencing its price is referred to as ________.
a) Scalability b) Liquidity c) Marketability d) Minimal Risk

4. The process of holding an investment in shares in electronic form is _________.
a) Dematerialization b) Demutualisation c) Speculation d) None of the above

5. The ______ market assists existing investors in selling their stocks.
a) Primary Market b) Commodity Market c) Secondary Market d) Capital Market

6. Which of the following securities is most likely to become virtually worthless if a company declares bankruptcy?
a) Common stock b) Preferred stock c) Bond d) None of these

7. A shareholder-funded investment program that trades in a variety of assets
a) Mutual Funds b) Dividends c) Share Program d) None of the above

8. Amount of money paid to a company's shareholders regularly.
a) Bond b) Profit c) Cashback d) Dividends

9. Buying low and selling high, making a large capital gain is associated with ________
a) Investment b)Speculation c) Gambling d) Arbitrage

10. Investment in which principal amount and the terminal value are known with certainty is ________
a) Fixed principal investment b) Variable principal investment
c) Non – security investment d) Indirect investment

11. Which one of the following is known as indirect investment alternatives?
a) Cash b) Equity shares c) Pension Fund d) Antiques

12. An Investor invests in assets known as :
a) Block of Assets b) Portfolio c) Securities d) None of the above

13. The main objective of the portfolio is to reduce _______ by diversification
a) Return b) Risk c) Uncertainty d) Percentage

14. The fundamental analysis approach has been associated with
a. Uncertainties b. Certainties c. Ratios d. Balance sheet

15. The fundamental analysis is a method of finding out
a. Ratio b. Value of shares c. Tips d. Future price of a security

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8-12-2025

Printing Page : 3

Paper Code : IM-MK1
(B) (SVSU) : 2025-26/R

Enrollment No. | | | | | | | | | | | | | |

Integrated MBA
VII Sem , IV YEAR EXAMINATION
Consumer Behavior& Marketing Communication

[Time : 3:00 Hours] **[Max. Marks : 70]**

I Long Question : Answer Any Three **[10×3=30]**

1. Explain the process of consumer buying behavior?
2. Explain the components of Integrated Marketing Communication (IMC) ?
3. Explainthe factors that influence consumer behavior?
4. Explain the importance of demand forecasting in consumer behavior?

II. Short Question: Answer any Five **[5×5=25]**

1. Explain the link between segmentation, targeting, and positioning (STP).
2. Evaluate the importance of post purchase behavior in consumer behavior?
3. Discuss the concept of Learning in consumer behavior?
4. Apply Market segmentation to the FMCG industry?
5. Discuss the importance of consumer behavior?
6. Discuss marketing mix in consumer behavior?
7. Illustrate demographic segmentation with an example?

III. Objectives Question: Answer All Question **[15×1=15]**

1. Understanding consumer behavior is crucial for developing effective marketing strategies. This is primarily because it allows a company to:
a) Set higher prices than competitors.
b) Create products that are difficult for competitors to copy.
c) Identify and satisfy unfulfilled consumer needs more effectively.
d) Reduce advertising costs by targeting a smaller audience.

2. Which of the following is an example of a social factor influencing consumer behavior?
a) A consumer's perception of a product's quality.
b) A family's decision-making process for buying a car.

[P.T.O]

c) A consumer's personal income.
d) A consumer's need for self-actualization.

3. Dividing the market based on location, such as countries, cities, or climate zones, is called:
a) Demographic Segmentation
b) Psychographic Segmentation
c) Geographic Segmentation
d) Behavioral Segmentation

4. When a business segments its market based on the usage rate of its products, it is employing:
a) Geographic Segmentation b) Demographic Segmentation
c) Behavioral Segmentation d) Psychographic Segmentation

5. After segmenting the market, the next logical step for a business is to:
a) Increase product variety
b) Practice undifferentiated marketing
c) Target the most profitable segments
d) Reduce its marketing efforts

6. Which of the following is a key characteristic of qualitative data analysis?
a) It relies heavily on statistical tests and numerical summaries.
b) It focuses on interpreting words, narratives, and meanings.
c) It requires a large, random sample size to ensure validity.
d) It provides precise, generalizable predictions about market trends

7. Which statement best describes the nature of quantitative data analysis?
a) It involves interpreting personal stories and observations.
b) It is based on statistical analysis of numerical data.
c) It is exploratory and uncovers themes without pre-existing categories.
d) It provides rich, in-depth, and personalized insights into consumer experiences.

8. Herzberg's theory suggests that "motivators" are factors that:
a) Prevent dissatisfaction.
b) Lead to job satisfaction.
c) Are related to the work environment.
d) Are primarily external.

9. According to the theory of consumer behavior, attitudes are influenced by all of the following EXCEPT:
a. The weather outside b. Social groups
c. Culture d. Personal experiences

10. The stage where a consumer gathers information about potential solutions is called:
a) Post-purchase Evaluation
b) Problem Recognition
c) Information Search
d) Purchase Decision

11. When a consumer decides on a specific retailer and buys a product, they are in which stage?
a) Information Search
b) Evaluation of Alternatives
c) Purchase Decision
d) Problem Recognition

12. What is the primary goal of Integrated Marketing Communication (IMC)?
a. To increase sales volume
b. To manage brand image
c. To deliver a unified, consistent brand message across all channels
d. To outperform competitors

13. What is the purpose of public relations (PR) within IMC?
a. To create direct sales
b. To build good relations with a company and its public
c. To offer short-term incentives to customers
d. To advertise directly to consumers

14. What is the main purpose of a sales promotion?
a. To build a long-term relationship with the customer
b. To provide immediate, short-term incentives to purchase
c. To communicate a brand's core message
d. To inform and educate the public about the company

15. Which of the following is NOT a standard component of the promotion mix?
a) Advertising b) Branding
c) Direct Marketing d) Public Relations

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