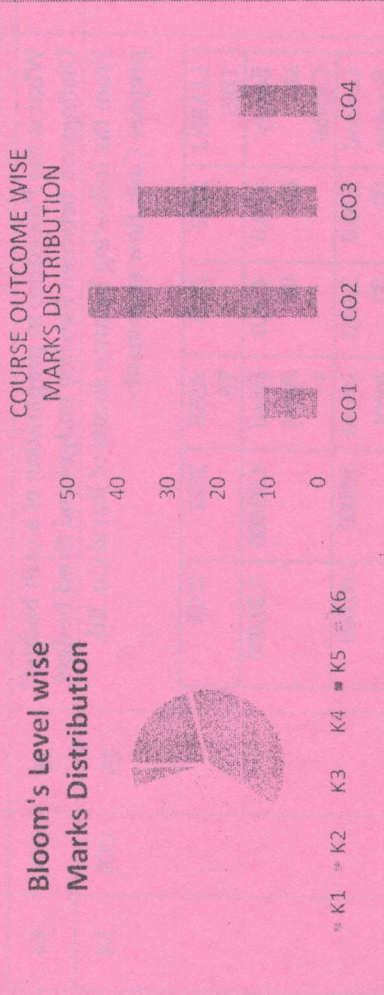


CO- Course Outcomes, KL- Knowledge Level, PO - Program Outcome

CO1	To understand the importance of the different activities through which the business earns its cash.
CO2	Gain an in depth knowledge of cost volume profit analysis
CO3	Identify activities in an organization which causes changes in fund positions.
CO4	Understand how business calculates different variances and how these variances do impact the functioning of an organization.

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



* K1 * K2 K3 K4 * K5 = K6



ARKA JAIN University
Jharkhand



END SEM EXAMINATION
School of Commerce & Management

Program	Bachelor of Commerce (Hons.)	
Subject Name	Management Accounting	Semester V Year Nov/Dec 2024
Time: 3 Hour	<ul style="list-style-type: none"> Start writing from 2nd page onwards; don't Write on the 1st Page Backside Answer all Questions of Section A (Compulsory) Answer Any Four out of Six of Section B Answer Any Two out of Four of Section C Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under Unfair Means and will Result in the Cancellation of the Papers. 	
Max. Marks : 70		
Knowledge Level (KL)	K1 : Remembering	K3 : Applying
	K2 : Understanding	K4 : Analysing
		K5 : Evaluating K6 : Creating

Section A (Each question Carry 01 Mark from Q1-i to xii) - 12 Marks

Q. N1	QUESTIONS	Marks	COs	KL
i	Profit volume Ratio means.... (a) Contribution / Sales (c) Fixed cost / Sales (b) Sales / Contribution (d) None of these	01	CO1	K1
ii	If working capital is Rs. 50,000 and Current ratio is 2:1, then the amount of Current assets is (a) Rs.1,50,000 (c) Rs.1,00,000 (b) Rs.2,00,000 (d) Rs.50,000	01	CO2	K1
iii	Management accounting information is used by (a) Bank (c) Management (b) Creditors (d) Government	01	CO1	K3
iv	Selling price minus marginal cost (a) Fixed cost (c) Contribution (b) Semi variable cost (d) Break-even Point	01	CO2	K2
v	Margin of safety is the difference between (a) Planned Sales & Planned Profit (c) Both a & b (b) Actual Sales & Break even Sales (d) All of these	01	CO3	K4
vi	Shareholders' funds Plus Long term loans (a) Current Assets (c) Capital employed (b) Current liabilities (d) Fixed Assets	01	CO1	K1
vii	Standard costing is a technique of (a) Planning business activities (c) Motivating (b) Staffing (d) Cost control	01	CO2	K2

viii	Research and development are example of (a) Long term budget (b) Short term budget	01	CO3	K1
ix	A budget is a plan of action expressed in (a) Financial terms (b) Non-financial terms	01	CO1	K6
x	An ideal liquid ratio is (a) 1.5:1 (b) 2:1	01	CO2	K2
xi	The term Cash in the context of cash flow analysis includes the Cash balance and the (a) Working capital (b) Fixed cost	01	CO1	K5
xii	The statement which shows the financial position of the business is (a) Income Statement (b) Fund Flow Statement	01	CO2	K4
Section B (Answer any FOUR out of SIX) - 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Briefly explain Solvency ratios.	07	CO1	K2
3	In what respects 'Cash Flow Statement' is significantly different from 'Fund Flow Statement'? Explain.	07	CO3	K4
4	From the following particulars, calculate: (a) Material cost variance (b) Material price variance (c) Material usage variance When: Standard Quantity 15 kgs; Standard price Rs.10 per kg. Actual Quantity 12 kgs; Actual price Rs. 9 per kg.	07	CO4	K5
5	A Company earned a profit of Rs.30,000 during the year 2019-2020. If the marginal cost and selling price of a product are Rs.8 and Rs.10 per unit respectively, find the amount of margin of safety.	07	CO1	K6
6	Calculate Inventory Turnover Ratio from the following; Opening inventory Rs.42,500; Closing inventory Rs.37,500; Revenue from operations Rs.3,10,000; Revenue from operation return Rs.10,000; Gross profit 20% on Cost.	07	CO2	K5
7	The estimated monthly sales for a company is as follows :	07	CO4	K4

	Month :- FEB, MARCH, APRIL, MAY, JUNE. Amount (Rs.) 90,000/-, 96,000/-, 54,000/-, 87,000/-, 63,000/-. If 50% sales are realised in the next month and balance in the next of next month, what would be the cash collection from the sale in April, May and June?																																																				
Section C (Answer any TWO out of FOUR) - 30Marks (Each question Carry 15 Marks)																																																					
Q. No.	QUESTIONS	Marks	COs	KL																																																	
8	What is the Procedure in preparation of a cash budget? Distinguish between Flexible budget and fixed budget.	15	CO4	K4																																																	
9	From the following balance sheets of Royal Co. Ltd, prepare Cash flow statement:-	15	CO3	K4																																																	
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>LIABILITIES</th> <th>2022</th> <th>2023</th> <th>ASSETS</th> <th>2022</th> <th>2023</th> </tr> </thead> <tbody> <tr> <td>Equity sh. Capital</td> <td>4,50,000</td> <td>4,50,000</td> <td>Fixed Asset</td> <td>4,00,000</td> <td>3,20,000</td> </tr> <tr> <td>General Reserve</td> <td>3,00,000</td> <td>3,10,000</td> <td>Investment</td> <td>50,000</td> <td>60,000</td> </tr> <tr> <td>Profit & loss account</td> <td>56,000</td> <td>68,000</td> <td>Stock</td> <td>2,40,000</td> <td>2,10,000</td> </tr> <tr> <td>Creditors</td> <td>1,68,000</td> <td>1,34,000</td> <td>Debtors</td> <td>2,10,000</td> <td>4,55,000</td> </tr> <tr> <td>Tax Provision</td> <td>75,000</td> <td>10,000</td> <td>Bank</td> <td>1,49,000</td> <td>1,97,000</td> </tr> <tr> <td>Mortgage Loan</td> <td>.....</td> <td>2,70,000</td> <td></td> <td></td> <td></td> </tr> <tr> <td>TOTAL</td> <td>10,49,000</td> <td>12,42,000</td> <td>TOTAL</td> <td>10,49,000</td> <td>12,42,000</td> </tr> </tbody> </table>	LIABILITIES	2022	2023	ASSETS	2022	2023	Equity sh. Capital	4,50,000	4,50,000	Fixed Asset	4,00,000	3,20,000	General Reserve	3,00,000	3,10,000	Investment	50,000	60,000	Profit & loss account	56,000	68,000	Stock	2,40,000	2,10,000	Creditors	1,68,000	1,34,000	Debtors	2,10,000	4,55,000	Tax Provision	75,000	10,000	Bank	1,49,000	1,97,000	Mortgage Loan	2,70,000				TOTAL	10,49,000	12,42,000	TOTAL	10,49,000	12,42,000				
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10	Write short note Zero -base budgeting. State the advantages of and criticism against Zero base budgeting.	15	CO4	K6																																																	
11	What is meant by Cost-Volume-Profit Analysis? How CVP analysis is useful for the management? Describe the assumptions underlying Cost-Volume-Profit Analysis.	15	CO4	K3																																																	

CO- Course Outcomes, KL- Knowledge Level, PO - Program Outcome

CO1	Understanding about foreign exchange. With its sources of supply of foreign exchange.
CO2	Knowledge of WTO and its Function.
CO3	Demonstrate knowledge of theories related to foreign exchange rate determination
CO4	Explain the nuances of international trade and international capital budgeting.
CO5	Explain of classical international trade theory.

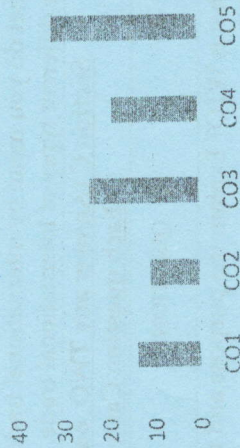
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



NAAC GRADE A ACCREDITED UNIVERSITY
 END SEM EXAMINATION
 School of Commerce and Management

Program	Bachelor Commerce (Hons.)	
Subject Name	International Finance	Semester Year
		V Nov/Dec 2024
Time: 3 Hour Max. Marks : 70	<ul style="list-style-type: none"> Start writing from 2nd page onwards; don't Write on the 1st Page Backside Answer all Questions of Section A (Compulsory) Answer Any Four out of Six of Section B Answer Any Two out of Four of Section C Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers.</u> 	
Knowledge Level (KL)	K1 : Remembering	K3 : Applying
	K2 : Understanding	K4 : Analysing
		K5 : Evaluating
		K6 : Creating

Q. N1	QUESTIONS	Marks	COs	KL
i	International finance is concerned with - a) Exchange rates of currencies b) Monetary systems of the world c) Foreign direct investment d) All of the above	01	CO1	K1
ii	Who gave international trade theory - a) David Richards b) Adam Smith c) Bartil Ohlin d) Paul Krugman	01	CO1	K4
iii	_____ is not a characteristic of speculation. a) Hedging b) Risk taking c) Profit motive d) Exchange rate fluctuation	01	CO2	K1
iv	Who regulates the foreign trade in India? a) SEBI b) FEDAI c) RBI d) DGFT	01	CO2	K2
v	The current system of international finance is a - a) Gold Standard b) Fixed exchange rate system c) Floating exchange rate system	01	CO2	K3

30/11

Section B (Answer any FOUR out of SIX) - 28 Marks
(Each question Carry 07 Marks)

Q.No.	QUESTIONS	Marks	COs	KL
2	What is foreign exchange? State any two sources of supply of foreign exchange.	07	CO1	K1
3	What do you mean by balance of payment and adverse balance of payment?	07	CO1	K3
4	What do you mean by OTC derivatives? Give examples.	07	CO2	K1
5	Write short notes on calculations of NPV.	07	CO2	K2
6	Write short notes on NSE.	07	CO2	K3
7	What do you mean by international trade? Explain the different types of international trade.	07	CO1	K3

Section C (Answer any TWO out of FOUR) - 30 Marks
(Each question Carry 15 Marks)

Q.No.	QUESTIONS	Marks	COs	KL
8	What is WTO? Explain the purpose and function of WTO.	15	CO1	K3
9	What do you mean by exchange risk management? Explain the various types of risk in exchange.	15	CO2	K1
10	Explain clearly the meaning of cash management and main motives for holding cash by MNC.	15	CO2	K2
11	Explain classical international trade theory.	15	CO2	K3

vi	d) Managed float exchange rate system							
vii	When was IMF established? a) Dec 27, 1945 b) Jan 30, 1947 c) Jan 1, 1976 d) Sept 24, 1947	01	CO1	K1				
viii	Balance of payment of a country includes: a) Balance of trade b) Capital receipts and payments c) Savings and investment account d) Both (A) and (B)	01	CO1	K3				
ix	Which of the following financial model are typically included in project selection? a) Paybook b) Net present value c) Internet rate value d) Both (A) and (B)	01	CO2	K1				
x	_____ frames rules and regulations for Forex business in India. a) RBI b) SEBI c) IRDA d) FEDAI	01	CO2	K2				
xi	A source of supply of foreign exchange is - a) Donation b) Imports c) Exports d) Gifts	01	CO2	K3				
xii	World bank headquarters located at - a) Switzerland b) Washington DC c) New York d) Paris	01	CO1	K3				
xiii	Commodity derivatives are traded at - a) NSE b) BSE c) MCX d) None of these	01	CO2	K2				

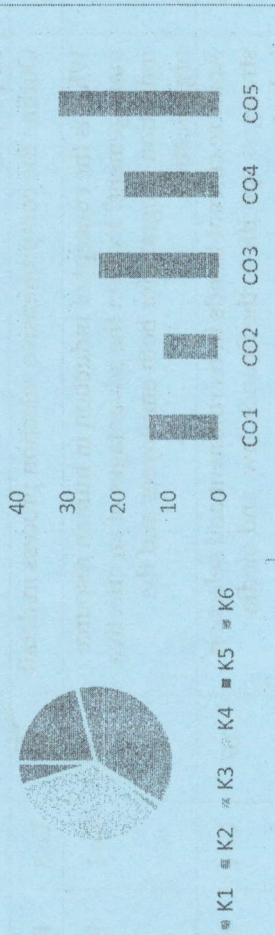
11	Compare and contrast formal and informal induction processes. How do they impact the new employee's experience and integration into the organization?	15	Co 3	K5
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CO- Course Outcomes, KL- Knowledge Level, PO – Program Outcome

CO1	Understand the concepts, principles and process of recruitment and selection.
CO2	Develop an understanding of how to assess recruitment needs and design selection programs in an Organizational setting.
CO3	Familiarize with the levels, tools and techniques involved after selection of a candidate.
CO4	Understand the process of job analysis.
CO5	Learn how to frame job description and job specification.

GRAPHICAL REPRESENTATION

Bloom's Level wise Course Outcome Wise Marks Distribution



JGI	ARKA JAIN University Jharkhand	NAAC GRADE A ACCREDITED UNIVERSITY	END SEM EXAMINATION School of Commerce & Management
Program	Bachelor of Commerce (Hons.)		
Subject Name	Recruitment & Selection	Semester	V
		Year	Nov/Dec 2024
Time: 3 Hour Max. Marks : 70	<ul style="list-style-type: none"> Start writing from 2nd page onwards; don't Write on the 1st Page Backside Answer all Questions of Section A (Compulsory) Answer Any Four out of Six of Section B Answer Any Two out of Four of Section C Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under Unfair Means and will Result in the Cancellation of the Papers. 		
Knowledge Level (KL)	K1 : Remembering	K3 : Applying	K5 : Evaluating
	K2 : Understanding	K4 : Analysing	K6 : Creating

Q. N	QUESTIONS	Marks	COs	KL
1				
i	What does job analysis primarily involve? a) Reducing job responsibilities b) Determining the qualifications and responsibilities of a job c) Evaluating employee performance d) Creating job descriptions for future roles	01	Co 2	K4
ii	Which of the following is not a step in the selection process? a) Application screening b) Job analysis c) Interviews d) Background checks	01	Co 3	K5
iii	Which type of induction is characterized by informal interactions? a) Formal induction b) Informal induction c) Orientation programs d) Online onboarding	01	Co 3	K2
iv	What is the primary purpose of an exit interview? a) To finalize a contract b) To gather feedback from departing employees c) To conduct performance reviews	01	Co 1	K2

v	d) To discuss promotion opportunities	01	Co 2	K1
	Which type of interview involves the same questions for all candidates? a) Unstructured interview b) Behavioural interview c) Structured interview d) Panel interview			
vi	What is the main purpose of job design? a) To minimize employee interaction b) To maximize employee satisfaction and productivity c) To ensure uniformity in all jobs d) To automate all tasks	01	Co 2	K2
vii	Which of the following is a key outcome of job analysis? a) Job specification b) Employee retention c) Performance appraisal d) Team building	01	Co 4	K5
viii	Which recruitment method is most suitable for entry-level positions? a) Headhunting b) Campus recruitment c) Job fairs d) Employee referrals	01	Co 2	K3
ix	Which of the following is a current trend in induction programs? a) Longer orientation sessions b) Increased use of technology and online modules c) Reduced focus on company culture d) Elimination of feedback opportunities	01	Co 2	K4
x	Which of the following is a cognitive ability test? a) Personality inventory b) IQ test c) Situational judgment test d) Skills assessment	01	Co 3	K2
xi	What is the primary purpose of behavioural interviewing? a) To assess technical skills b) To predict future behaviour based on past behaviour c) To evaluate educational background	01	Co 2	K2

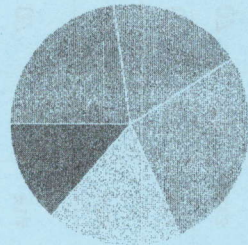
xii	d) To determine salary expectations In a case study for selecting a programmer, which selection test is most relevant? a) General knowledge test b) Coding challenge or technical assessment c) Personality inventory d) Situational judgment test	01	Co 5	K4
Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Define recruitment. How does recruitment play a crucial role in organizational success?	07	Co 1	K1
3	Discuss the uses of job analysis in an organization. How does it contribute to effective workforce planning and talent management?	07	Co 4	K3
4	Discuss the different types of transfers within an organization. How can transfers be effectively managed to ensure a smooth transition for employees?	07	Co 2	K3
5	Outline the comprehensive selection process in detail.	07	Co 3	K5
6	What is the concept of induction in human resource management? Explain the advantages of an effective induction program for both employees and the organization.	07	Co 1	K1
7	Analyze current trends in recruitment and selection strategies specific to the finance, law, and media industries.	07	Co 2	K4
Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Discuss the relationship between job analysis, job design, and recruitment. How do these concepts interconnect to create a cohesive HR strategy?	15	Co 5	K6
9	Evaluate the role of recruitment agencies and placement consultancies in the recruitment process. What are the advantages and disadvantages of outsourcing recruitment?	15	Co 2	K5
10	What are the various types of selection tests that organizations can employ during the hiring process? Discuss the advantages and disadvantages of using these tests in terms of validity and reliability.	15	Co 2	K2

CO- Course Outcomes, KL- Knowledge Level, PO – Program Outcome

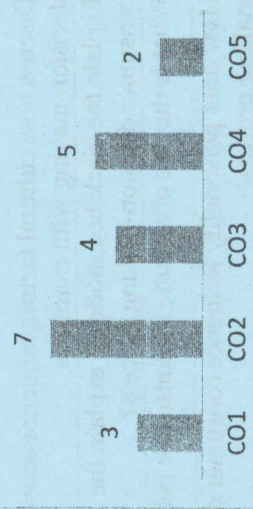
CO1	Understand the basic concepts of Consumer Behaviour.
CO2	Gain knowledge the Internal and external determinants of Consumer Behaviour.
CO3	Acquire knowledge about the impact of various factors on consumer behaviour.
CO4	Learn about the Consumers Decision Making process.
CO5	Gain knowledge about the Consumer Protection act.

GRAPHICAL REPRESENTATION

Bloom's taxonomy



Course Outcome Wise Marks Distribution



ARKA JAIN University
Jharkhand



END SEM EXAMINATION
School of Commerce & Management

Program	Bachelor of Commerce (Hons.)	
Subject Name	Consumer Behaviour	
Time: 3 Hour Max. Marks : 70	Semester	V
	Year	Nov/Dec 2024
Knowledge Level (KL)	K1 : Remembering	K3 : Applying
	K2 : Understanding	K4 : Analysing
		K5 : Evaluating
		K6 : Creating

- Start writing from 2nd page onwards; don't Write on the 1st Page Backside
- Answer all Questions of Section A (Compulsory)
- Answer Any Four out of Six of Section B
- Answer Any Two out of Four of Section C
- Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under Unfair Means and will Result in the Cancellation of the Papers.

Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks

Q. N	QUESTIONS	Marks	COs	KL
1				
i	What does consumer behavior primarily study? A) Economic factors only B) Buying behavior of individuals and groups C) Business decision-making process D) Company marketing strategies	01	CO1	KL1
ii	Which of the following is a key internal determinant of consumer behavior? A) Social class B) Motivation C) Reference groups D) Family influence	01	CO2	KL1
iii	The five-step decision-making process includes all the following except: A) Information search B) Post-purchase evaluation C) Product positioning D) Alternative evaluation	01	CO4	KL1
iv	According to Maslow, safety needs refer to: A) The desire for social belonging B) The need for security and protection C) The pursuit of personal growth D) Basic physiological needs	01	CO2	KL2

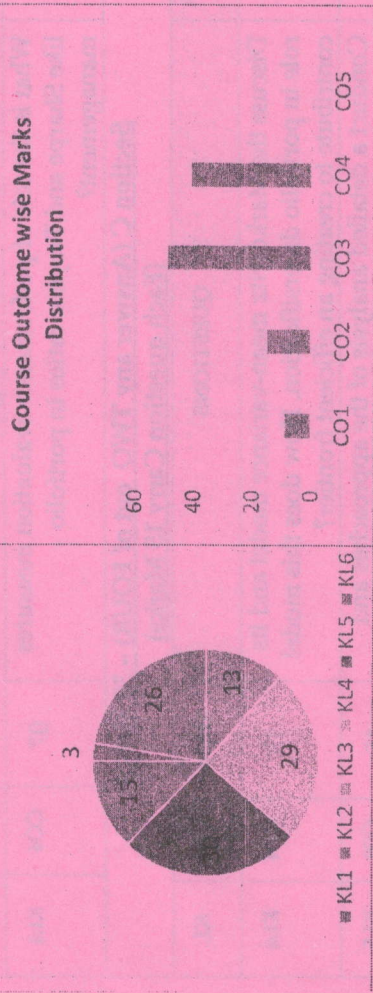
v	In consumer behavior, the perception of a product is mainly shaped by: A) Price only B) Past experiences, marketing, and peer influence C) Product specifications D) Manufacturer's image	01	CO3	KL3
vi	Cross-cultural consumer behavior is a significant area of study. What does acculturation refer to? A) Adoption of one's own culture B) The process of consumer decision-making C) The process of adopting new cultural elements D) Buying decisions influenced by social groups	01	CO2	KL1
vii	Which one of the following is an example of personal influence on consumer decisions? A) Social media marketing B) Opinion leadership C) Mass media D) Public relations campaigns	01	CO4	KL3
viii	Diffusion of innovation refers to: A) Market penetration strategy B) How new products are adopted over time in a society C) Consumer loyalty to existing brands D) Enhancing customer satisfaction	01	CO3	KL2
ix	The Consumer Protection Act, 2018, includes provisions related to: A) Business tax reforms B) Product labeling guidelines C) Consumer dispute resolution D) Innovation promotion	01	CO5	KL1
x	Which of the following concepts is important in analyzing family decision-making? A) Individual decision influence B) Family life cycle C) Cross-cultural influence D) Social media impact	01	CO2	KL3
xi	What does acculturation mean in the context of consumer behavior? A) Returning to traditional buying habits B) Adopting and incorporating aspects of a new culture C) Influencing others through personal opinions D) Resisting changes in the market	01	CO2	KL2

xii	Which segmentation is often applied to understand consumer behavior better? A) Geographic B) Market Segmentation C) Demographic D) Lifestyle Segmentation	01	CO1	KL2
Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Explain the Maslow's Hierarchy of Needs and its application in understanding consumer behaviour.	07	CO1	KL3
3	Discuss how cultural factors influence consumer decision-making with examples.	07	CO2	KL4
4	Explain the black-box model to explain the consumer decision-making process?	07	CO4	KL3
5	What is the role of attitude on consumer behaviour?	07	CO3	KL4
6	How does personality influence consumer decision making process?	07	CO2	KL3
7	Explain the concept of market segmentation in consumer behaviour. How do companies use it to target different consumer groups effectively?	07	CO4	KL4
Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	How the diffusion of innovation process impact adoption of new product.	15	CO3	KL4
9	Evaluate the impact of opinion leaders and reference groups on consumer buying decisions. How can marketers leverage these influencers?	15	CO4	KL5
10	Discuss the key provisions of the Consumer Protection Act, 2018 which influence marketing practices and consumer rights?	15	CO5	KL5
11	What are the internal and external determinants which affect consumer decision making process?	15	CO2	KL5

CO - Course Outcomes, KL - Knowledge Level, PO - Program Outcome

CO1	Students will be able to understand about the various sources of raising funds and its application to alternate uses.
CO2	Students will get to know about various technique used in management of Portfolio & it's important in taking corporate decisions.
CO3	Demonstrate knowledge of the dynamics of investment and underlying tools & techniques of investment decision making
CO4	Apply the knowledge in construction and management of portfolios

GRAPHICAL REPRESENTATION



JGI	ARKA JAIN University Jharkhand	NAAC GRADE A ACCREDITED UNIVERSITY	END SEM EXAMINATION School of Commerce & Management
Program	Bachelor of Commerce (Hons.)		
Subject Name	Principles Of Investment	Semester	V
		Year	Nov/Dec 2024
Time: 3 Hour Max. Marks : 70	<ul style="list-style-type: none"> Start writing from 2nd page onwards; don't Write on the 1st Page Backside Answer all Questions of Section A (Compulsory) Answer Any Four out of Six of Section B Answer Any Two out of Four of Section C Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will comes under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation</u> of the Papers. 		
Knowledge Level (KL)	K1 : Remembering	K3 : Applying	K5 : Evaluating
	K2 : Understanding	K4 : Analysing	K6 : Creating

Section A (Each question Carry 01 Mark from Q1-i to xii) - 12 Marks			
Q. N1	QUESTIONS	Marks	COs
i	Alpha in portfolio management measures: a) The market risk premium b) A portfolio's excess return over the benchmark c) The total portfolio return * d) The risk-free rate of return	01	CO4 KL3
ii	Which of the following is an assumption of the Efficient Market Hypothesis? a) Investors have access to all public and private information b) Stock prices reflect all available information c) Stock prices are always below intrinsic value d) Markets are inefficient in the short run	01	CO3 KL2
iii	Who among the following investors is best known for his strategy of value investing? a) George Soros b) Peter Lynch c) Warren Buffet d) Jim Rogers	01	CO1 KL1
iv	Which of the following ratios measures the risk-adjusted performance of a portfolio? a) Beta b) Sharpe Ratio c) Dividend Yield d) Price-to-Earnings Ratio	01	CO4 KL3

v	Which of the following is NOT a component of the Capital Asset Pricing Model (CAPM)? a) Risk-free rate b) Beta c) Market portfolio d) MACD	01	CO4	KL2
vi	The risk that affects all investments and cannot be eliminated through diversification is called: a) Systematic Risk b) Unsystematic Risk c) Interest Rate Risk d) Credit Risk	01	CO3	KL2
vii	In Fundamental Analysis, the intrinsic value of a stock is compared with its: a) Dividend Yield b) Book Value c) Market Price d) Beta	01	CO3	KL3
viii	Which performance evaluation measure uses the risk-free rate in its calculation? a) Jensen's Alpha b) Sharpe Ratio c) Treynor Ratio d) Fama Model	01	CO4	KL3
ix	Which charting technique is known for identifying potential reversal patterns? a) Line Chart b) Japanese Candlestick Chart c) Bar Chart d) Point and Figure Chart	01	CO3	KL2
x	What does the Cost of Carrying Model primarily relate to in derivatives? a) Valuation of Options b) Valuation of Futures c) Hedging Strategies d) Arbitrage Opportunities	01	CO3	KL2
xi	Warren Buffet is known for his investment philosophy of: a) High Frequency trading b) Value investing c) Day Trading d) Option trading	01	CO1	KL1
xii	Which of the following is NOT part of Fundamental Analysis? a) Dow Theory b) Estimation of intrinsic value c) Growth and value shares d) Non-financial analysis	01	CO3	KL1
Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Explain the different types of investment risks and how they impact investment decisions.	07	CO3	KL2

3	Describe the key attributes of investment alternatives such as bonds, stocks, and real estate.	07	CO1	KL2
4	Discuss the principles of Dow Theory and its application in stock market analysis.	07	CO3	KL4
5	What are the various charting techniques used in Technical Analysis? Give examples of how these techniques assist investors.	07	CO3	KL3
6	What is the Efficient Market Hypothesis, and how does it affect investment strategies?	07	CO3	KL2
7	What is the role of performance evaluation measures like Sharpe and Treynor ratios in portfolio management?	07	CO4	KL4
Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Discuss the Markowitz mean-variance model and its role in portfolio diversification. How does this model contribute to creating an efficient frontier?	15	CO4	KL6
9	Conduct a detailed analysis of the approaches and portfolios of Benjamin Graham and Peter Lynch. How do their investment philosophies differ?	15	CO1	KL5
10	Critically evaluate the role of technical analysis, particularly MACD and Japanese Candlesticks, in predicting stock price movements.	15	CO3	KL5
11	Discuss the risk-return trade-off in portfolio theory and apply the CAPM model to illustrate the concept of the Security Market Line (SML).	15	CO4	KL4