MARCH - 2026 – 1 - 455

B. B. A. Sem - VI (NEP Course) Examination

March - 2026

Major – Investment Analysis & Portfolio Management (MS23MJDSCBBA602C)

Total Marks : 50 **Time : 2.5 Hours**

1. What is meant by investment ? Explain the classification of Investments. 10

OR

1. Who is an investor ? What are the different types of investors. 10

2. What is meant by risk in investment ? Explain the relationship between risk and return. 10

OR

2. What is security analysis ? Distinguish between security analysis and portfolio management. 10

3. What is technical analysis ? State the scope of technical analysis. 10

OR

3. What are charts in technical analysis ? Explain the different types of charts. 10

4. Give the answer of the following questions : Any Two 10
   1. What is the Security Market Line ? Distinguish between Capital Market Line and Security Market Line.
   2. What is Portfolio Management ? Explain the portfolio management process.
   3. An investor compares two portfolios where portfolio P earns 15 % with standard deviation 10% and beta 1.1 while portfolio Q earns 18% with standard deviation 15% and beta 1.7 and the risk-free rate is 5%. Evaluate both portfolios using sharpe and Treynor measures.
   4. An investor allocates 25%. 35% and 40% of funds to securities earning 8%, 13% and 17% with betas 0.5, 1.2 and 1.8 respectively, and the risk free rate is 4% while market return is 12%. Calculate portfolio return, portfolio beta and CAPM required return.

5. MCQs : 10
   1. Investment made for a period exceeding one year is called ?
      a. Short term investment b. Medium term investment
      c. Long term investment d. Temporary investment
   2. Investment refers to : .
      a. Spending money on consumption b. Keeping money idle
      c. Commitment of funds for future returns d. Gambling
   3. Which of the following is a financial investment ?
      a. Land b. Gold c. Equity Shares d. Building
   4. Risk refers to
      a. Guaranteed loss b. Uncertainty of returns
      c. Certain Profit d. Fixed Income
   5. Capital gain refers to
      a. Regular income earned b. Increase in market price of an asset
      c. Dividend received d. Interest earned
   6. Fundamental analysis is based on
      a. Past Price movements b. Market psychology
      c. Economic and Financial Factors d. Charts and Patterns

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B. B. A. Sem - VI (NEP Course) Examination

March - 2026

Major – Financial Services (MS23MJDSCBBA602B)

Total Marks : 50 **Time : 2.5 Hours**

1. Define Money Market and Describe the features of Organized Money Market. 10

OR

1. Distinguish between Money Market and Capital Market. 10

2. Write the answer of Any Two Questions : 10
   1. Define Insurance. Describe the features of Insurance. Discuss the importance of Insurance.
   2. Describe different types of Mutual Funds
   3. What are the traditional and non-traditional function of Commercial Banks .

3. Write Short Notes on : Any Two 10
   1. Treasury Bills
   2. Commercial Papers
   3. Certificates of Deposits
   4. Call / Notice Money Market

OR

3. Write Short Notes on : Any Two 10
   1. Features of Equity Shares
   2. Advantages & Limitations of Preference Share
   3. Types of Primary Issues (Public, Right, & Private Placement)
   4. Types of Debentures

4. Explain the meaning & Function of any two Financial Services from Below : 10
   1. Venture Capital
   2. Factoring
   3. Underwriting
   4. Credit Rating

5. MCQs : 10
   1. Money Market
      a. Is market for short term funds
      b. Is a market for long term funds
      c. Is a market for issuing securities like shares
      d. Is a market in which shares are bought and sold
   2. Indian financial system was liberalized in
      a. 1991 b. 1947 c. 1951 d. 2005
   3. The following are the instruments of the money market
      a. Debentures b. Government bonds
      c. Treasury Bills d. Equity Shares
   4. Mutual Fund Business in India is Controlled by
      a. Unit Trust of India b. SEBI
      c. IRDA d. Government of India
   5. Insurance Business is based on
      a. Distribution of risk principal
      b. Protecting the life of the insured
      c. Making huge profits from Premium Income
      d. Having Tax Benefits

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B. B. A. Sem - VI (NEP Course) Examination

March - 2026

Major – Retail Management (MS23MJDSCBBA601A)

Total Marks : 50 **Time : 2.5 Hours**

Discuss the types of Organized and Unorganized Retail Store in India. 10

OR

1. Talk in detail Personality Traits required by a Retailer. 10

2. Discuss the importance of brand of a Retail Store with real life examples and explain how to build it. 10

OR

2. Discuss in detail Retail Sales enhancement strategies. 10

3. What is Retail Promotion ? Discuss in detail the steps in Retail Promotion. How does Advertising help in Retail Promotion? 10

OR

3. Customer Service is a backbone for success in retail business. Discuss in detail. 10

4. Write E-retailing strategies and evaluate then critically. 10

OR

4 How Information Technology (IT) has transformed traditional way of doing retailing. Discuss in detail. 10

5. Write a short note on the following : Any Two 10
   1. Ethical issues in Retailing
   2. Service Quality Gaps
   3. Building Store Loyalty
   4. Building Store Loyalty
   5. Customer Relationship Management

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B. B. A. Sem - VI (NEP Course) Examination

March - 2026

Major – Marketing of Services (MS23MJDSCBBA601)

Total Marks : 50 **Time : 2.5 Hours**

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1. Define Service. Explain Characteristics of Services. 10

OR

1. Differentiate between good and services. 10

2. Explain 7 P's of Service Marketing. 10

OR

2. Explain factors leading to Service Economy. 10

3. Explain the service consumer decision making process. 10

OR

3. Discuss components of customer expectation. 10

4. Explain Customer Retention and its benefits. 10

OR

4. Explain 4 C Models of Service Marketing. 10

5. Give Meaning / Definition of the followings : 10
   1. Bench Marketing
   2. Service Expectation
   3. Service Encounter
   4. Tourism Marketing
   5. Service Quality

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B. B. A. Sem - VI (NEP Course) Examination

March - 2026

Minor – Business Research Methodology – II (MS23MIDSCBBA602)

Total Marks : 50 **Time : 2.5 Hours**

1. Write Short Note : Any Two 10
   1. Type I and Type II Errors
   2. Null Hypothesis and Alternative Hypothesis with examples
   3. Standard Error of a Statistic
   4. Level of significance and Critical Region

2.a Explain Test of Significance of Difference between two proportion. 05

2.b In a certain city 380 men out of 800 men were found to be smokers. Discuss whether this information support the view that the majority of men in the city are smokers. 05

OR

2.a Explain Determination of a Sample Size and Confidence Interval. 05

2.b The average daily wages of 6400 workers of a factory A are Rs. 67.45 with S.D. of Rs. 2.56. The average daily wages of 1600 workers of a factory B is Rs. 68.55 with S.D. of Rs. 2.52. Can it be said that the average daily wages of factory B is more than the average daily wages of factory A ? 05

3.a Difference between Large Sample Tests and Small Sample Tests. 05

3.b An automatic machine is set to fill 170 tablets in a bottle. A sample of 10 bottles was examined and the number of tablets in them was 168, 164, 166, 167, 168, 169, 170, 170, 171, 170. Test whether the machine is set properly or not.

OR

3.a Explain Student's t – Distribution with assumptions, properties and uses. 05

3.b Two factories produce the same item independently. A sample of 15 items from the first factory gave mean and S.D. as 120 gms. And 12 Gms. Respectively. While a sample of 10 items from the second factory gave mean and S.D. as 24 gms and 14 gms. Is the difference between two means significant ?

4.a Explain one way ANOVA Test. 05

4.b In an industry, 200 workers employed for a specific job were classified according to their performance and training received / not received. Test independence of training and performance. The data are summarised as follows : 05

	Performance		Total
	Good	Not Good	
Trained	70	530	600
Untrained	155	745	900
Total	225	1275	1500

OR

4.a Define chi-square and give uses and limitations of chi-square. 05

4.b The variance calculated from two random samples of sizes 9 and 13 are 2.1 and 1.8 respectively. May the samples be regarded as drawn from the normal populations with the same variance ? 05

5. Write Short Notes : Any Two 10
   1. Two tailed test and one tailed test
   2. A sample is drawn from a large population. The mean and S.D. of the samples are obtained as 3.4 and 2.61 respectively. If 95% confidence limits of the population mean are 3.23 to 3.57, find the size of the sample.
   3. Degree of Freedom
   4. Variance Ration Test (F – Test)
