

Seat No. : \_\_\_\_\_

**DD-127**

**December-2017**

**5<sup>th</sup> Year MBA Integrated Degree Course**

**Marketing**

**(Advertising & Sales Promotion)**

**Time : 3 Hours]**

**[Max. Marks : 100**

1. (a) What are the elements a visualizer has to foresee for layout of a body copy of advertisement ? Elaborate on the principles of creative process. **10**  
(b) What will be your approach to writing a perfect headline for a client's advertisement ? **10**

2. (a) What are the different roles of the media in a liberal-democratic society ? Elaborate. **10**  
(b) Give the basic structure of an advertising agency and the roles of each department. **10**

**OR**

- (a) Why would you want to measure the effectiveness of advertising ? Explain the process of measuring such effectiveness.  
(b) List out the basis by which classification of advertisements is done. Elaborate any three classifications with examples from Indian industry.
3. Explain any **two** of the following : **20**  
(a) Advertising appeal  
(b) Unique Selling Proposition  
(c) Sponsored advertising films

4. What is Integrated Marketing Communication ? Explain how its tools are used in planning process in brand contact to consumers. **20**

**OR**

- (a) Going beyond the traditional role of 'fair and truthful' information, advertisements sometimes lean on obscene, undesirable and unethical pictures and texts. What is your think ? Justify your belief. **10**  
(b) Under what circumstances a client would prefer 'Sales Promotion' over mass advertisements. Give illustration of how Indian industry uses this method to reach its clients. **10**
5. Write brief notes on any **four** from the following : **20**  
(a) Media Buying  
(b) Classified advertisement  
(c) Objectives through DAGMAR approach  
(d) Wholesale advertising  
(e) Frequency of ads

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**December-2017**

**5<sup>th</sup> Year, M.B.A., Integrated Degree Course**

**Compensation Management**

**(HR Elective)**

**Time : 3 Hours]**

**[Max. Marks : 100**

**Instruction :** All questions are compulsory and carry equal marks. Check for internal choices.

1. Explain briefly : **20**
  - (a) ESOP
  - (b) Dearness Allowance
  - (c) Superannuation
  - (d) Payment of Gratuity
  - (e) Maternity Benefit Act, 1961
  
2.
  - (a) Explain the various wage determination theories. **20**
  - (b) What are the various objectives based on which compensation is determined ?

**OR**

  - (a) State the various types of unemployment.
  - (b) Explain labour market flexibility.
  
3.
  - (a) What is team based compensation ? Explain in detail how to design effective team based compensation. **20**
  - (b) Explain non-monetary benefits for employees with suitable examples.

**OR**

Write the importance of motivation for organizations along with the various theories of motivation.
  
4.
  - (a) Write a note on Performance Related Pay stating the various problems related to monitoring performance related pay in organizations. **20**
  - (b) How is executive compensation linked to organizational strategy ?

**OR**

  - (a) State the various steps to efficiently implement Performance Management System in an organization.
  - (b) Explain briefly Golden handcuffs and Competency based pay.
  
5.
  - (a) Explain the steps in designing effective Sales Compensation Plan for an organization. **20**
  - (b) Explain the various components of sales compensation.

**OR**

  - (a) Differentiate between Rewards and Recognition.
  - (b) Explain Tower Perrin Model of Total Rewards.

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December-2017

**5<sup>th</sup> year MBA Integrated Degree Course**  
**Investment Analysis & Portfolio Management**

**Time : 3 Hours]****[Max. Marks : 100**

1. Answer the following questions : **20**

- (1) Define the term 'Investment'. Discuss various objectives of investment and distinguish between investment and speculation.
- (2) Give meaning of return and risk in context of investment. How they can be measured ? Also distinguish between systematic risk and unsystematic risk.

2. Mr. T got the following information regarding his favourite stocks. He wants to invest in all the stocks equally. The market variance is 25 and the market's expected return is 20%. **20**

Stock	$\alpha$	$\beta$	$\sigma^2_{ei}$
1	1.27	1.50	50
2	1.02	1.05	40
3	2.48	1.37	20
4	0.47	0.86	35

Required :

- (1) Calculate portfolio return and risk of Mr. T.
- (2) Can you advise him regarding the amount to be allocated on each security so as to enhance his earnings ?

3. Answer any **two** from a, b and c below : **20**

- (a) What is Efficient Market Hypothesis ? What are the different forms of market efficiency ? Which tests are used for checking market efficiency ? Explain them in brief.
- (b) Describe Markowitz efficient portfolio frontier. What are the limitations of Markowitz portfolio model ? How does Sharpe's model overcome them ?
- (c) (1) What is meant by Economic Analysis ? Which factors are analyzed ?  
 (2) The risk-free return is 8 percent and the return on market portfolio is 16 percent. Stock X's beta is 1.2; its dividends and earnings are expected to grow at the constant rate of 10 percent. If the previous dividend per share of stock X was ₹ 3.00, what should be the intrinsic value per share of stock X ?

4. (a) An investor is considering the purchase of the following debenture : 10
- Par value : ₹ 100
- Coupon rate : 11%
- Maturity : 3 years
- (i) If the investor requires a YTM of 13% on debentures of equivalent risk and maturity, what does he believe is a fair market price ?
- (ii) If the debenture is selling for a price of ₹ 97.59, what is its promised YTM ?
- (iii) What is the duration of this debenture ?
- (b) The closing price of a script for a continuous period of 20 days is given below. Calculate the 5 day Rate of Change for the given data and show buy and sell signals. 10

Day	1	2	3	4	5	6	7	8	9	10
Closing Price (₹)	50	55	60	65	60	64	62	60	58	64
Day	11	12	13	14	15	16	17	18	19	20
Closing Price (₹)	68	72	70	72	68	64	60	54	50	52

5. (a) An investor has constructed a portfolio consisting of equity shares and debentures in such a way that the ratio between investments in shares and debentures is 1.50 : 1. The total amount invested is ₹ 15,00,000. After an interval of 3 months the market value of shares in the portfolio has increased to 12,00,000 and that of the debentures has increased to ₹ 7,50,000. After another 3 months the market value of shares has fallen down to ₹ 8,00,000 while the market value of debentures increased to ₹ 8,00,000. Suggest the pattern of portfolio revisions required at the two periods if the investor wants to maintain the ratio of 1.50 : 1 for shares and debentures investment. 8
- (b) Mr. A is considering investment in the shares of GE. The variance of the US dollar rate of return from GE is 150 percent and the variance of the exchange rate change is 30 percent. What covariance between the US dollar rate of return on GE and the exchange rate change will result in a variance of 100 percent on the rupee rate of return from GE ? Ignore the cross-product term. 6
- (c) Explain various measures of evaluation of portfolio performance. 6

**OR**

Write a note on well-known national and international stock indices.