

B.B.A. Semester - 6 (CBCS) Examination**March/April -2019****SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT(ELECTIVE)****Time: 2:30 Hours****Marks: 70****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

Que-1 Define the term 'Investment'. Describe in detail different alternatives available to an investor. (14)

OR

Que-1 Define the term 'Return and 'Risk'. How can they be measured? Explain.

Que-2 Discuss what is Security Analysis. Also discuss in brief fundamental and technical analysis. (14)

OR

Que-2 What is industry analysis? Discuss various factors that needs attention in performing industry analysis.

Que-3 Discuss the concept of Technical analysis. How is it different from fundamental analysis? (14)

OR

Que-3 What is the technical analysis? Explain its assumptions.

Que-4 Discuss the effects of combining securities in a portfolio. (14)

OR

Que-4 Explain in detail Markowitz's risk return optimization model.

Que-5 What is professional asset management? Discuss the structure of asset management companies. (14)

OR

Que-5 What is mutual fund? What is NAV in mutual fund? Explain the calculation of NAV with the help of an example.
