23U671 (Pages: 2) Name: ....

Reg.No: ....

SIXTH SEMESTER B.B.A. DEGREE EXAMINATION, APRIL 2026

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19UBBA6B16 - INVESTMENT MANAGEMENT

(BBA - Core Course)

(2019 Admission onwards)

Time : 2.5 Hours Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

Answer ***all*** questions. Each question carries 2 marks.

1. What are debts?
2. What is expected return?
3. What is country risk?
4. What is beta? What it really indicates?
5. What do you mean by bottom-up approach?
6. What is open price?
7. What is dow theory?
8. What do you mean by efficient market hypothesis?
9. What do you mean by random walk theory?
10. What do you mean by flat trend?
11. What is portfolio analysis?
12. What is portfolio return variance?
13. What is capital market line?
14. What do you mean by Jenson model in portfolio evaluation?
15. What is passive revision strategy?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

Answer ***all*** questions. Each question carries 5 marks.

16. Explain the characterstics of Investment.
17. Explain the various steps involved in investment decision process.

18. Dhanalakshmi finance stock at present costs ₹30 and it pays no dividend. The possible prices that the bank share may fetch at the end of the year with the respective probabilities are

Price	28	30	32	35	38	40
Probability	0.1	0.1	0.2	0.3	0.2	0.1

Calculate expected return.

19. Explain why economic analysis is conducted as a part of fundamental analysis.

20. What are the factors to be considered for industry analysis?

21. What are the factors to be considered for company analysis?

22. What are the criticisms of technical analysis?

23. What is support and resistance level? What is its purpose?

(Ceiling: 35 Marks)

Part C (Essay questions)

Answer any ***two*** questions. Each question carries 10 marks.

24. Explain the differences between (a) Investment and Speculation (b) Investment and Gambling

25. Monthly return data for XYZ Ltd. and BSE index for 12 months period are presented below:

Month	XYZ Ltd.	BSE Index
1	-0.75	-0.35
2	5.45	-0.49
3	-3.05	-1.03
4	3.41	1.64
5	9.31	6.67
6	2.36	1.13
7	-0.42	0.72
8	5.51	0.84
9	6.80	4.05
10	2.60	1.21
11	-3.81	0.29
12	-1.91	-1.96

Calculate alpha and beta for XYZ Ltd?

26. What is fundamental analysis? Discuss the advantages and disadvantages of fundamental analysis.

27. Explain: (a) Candlestick chart (b) Point and figure chart

(2 × 10 = 20 Marks)

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