

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : MAY – 2023

B.Com-E-Commerce

MAXIMUM MARKS: 70

VI SEMESTER

TIME : 3 HOURS

PART – III

INVESTMENT MANAGEMENT

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

(K1)

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. Mention the various forms of investment alternatives.
7. State any 2 advantages of company analysis.
8. Interpret the assumptions of technical analysis.
9. What do you understand by diversification of portfolio?
10. Define beta factor.

SECTION – B**(5 X 4 = 20 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE
FOLLOWING QUESTIONS.**

(K3)

11. a) Examine the uses of Sound investment plan?

(OR)

b) Describe the types of risk in investment process.

12. a) Sketch the economic environment analysis.

(OR)

b) How is a fundamental analysis useful to a prospective investor?

13. a) Discover the role of charts in technical analysis.

(OR)

b) List and explain the principles of Elliot wave.

14. a) Examine the modern approaches to portfolio construction. How are they different from traditional approaches?

(OR)

b) Interpret the objectives of portfolio management.

15. a) Describe the limitations of CAPM.

(OR)

b) Compare the capital market line and security market line.

SECTION - C**(4 X 10 = 40 MARKS)**

ANSWER ANY FOUR OUT OF SIX QUESTIONS

(16th QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS

(FROM Qn. No : 17 to 21)

(K4 (Or) K5)

16. Compare Investment vs. Gambling vs. Speculation in media.

17. Discuss the factors involved in company analysis

18. Explain the Dow theory.

19. Discuss the principles of portfolio decisions.

20. Prove: In what respects can Sharpe's model be regarded a superior to Markowitz model?

21. Explain the various Asset Pricing Models.
