Register No: ______________________

THE KAVERY ENGINEERING COLLEGE
(An Autonomous Institution)

MBA END SEMESTER THEORY EXAMINATIONS, APRIL-MAY 2025

Third Semester

Master of Business Administration

BA4001 –Security Analysis and Portfolio Management

Regulations – 2021

Duration : 3 Hrs ***Maximum : 100 Marks***

PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)

Q.No	Questions	BLT	CO	Marks
1.	Label the economic meaning of investment.	L1	1	2
2.	Infer the terms risk and return.	L2	1	2
3.	Recall the gist of economic analysis.	L1	2	2
4.	Outline the concept of forecasting earnings.	L2	2	2
5.	Show the essence of technical analysis.	L1	3	2
6.	Summarize the term market efficiency.	L2	3	2
7.	Define the term portfolio analysis.	L1	4	2
8.	Rephrase the idea of efficient set.	L2	4	2
9.	List any two pricing models.	L1	5	2
10.	Interpret the term mutual funds.	L2	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*16 = 80)

Q.No		Questions	BLT	CO	Marks
11.	a	“A rational investor will always analyze the objectives of investment made”. Explain with a suitable example.	L2	1	16
		OR			
	b	“For all the potential investors, many investment alternatives are available at present”. Summarize in detail.	L2	1	16
12.	a	“Sound investors will always rely on economic analysis made on the basis of key economic factors”. Identify the factors and explain in detail.	L3	2	16
		OR			
	b	“In general, fundamental analysis involves different levels”. Interview in detail.	L3	2	16
13.	a	As a stock market analyst, analyze the charting methods in detail.	L4	3	16
		OR			

	b	"In Technical Analysis, the four popular market indicators play a key role in determining the market trend". Inspect and explain in detail.	L4	3	16
14.	a	"Mr. Johnson has invested Rs.10,00,000/- in stock market and his portfolio consists of company stocks alone." Advise him about the importance of portfolio risk diversification and organize in detail.	L3	4	16
		OR			
	b	"Portfolio construction is a widely-used theory on how investors can construct investment portfolios to maximize expected returns and minimize risk. The practice of portfolio construction includes implementing an asset allocation strategy, which involves balancing investment risk and return by adjusting the percentage of a portfolio allocated to each asset class. Asset allocation is devised based on an investor's risk tolerance, investment goals and investment timeframe". Interview in detail.	L3	4	16
15.	a	The development of a strategic asset allocation (SAA) for long-horizon institutional investors like university endowments raises special challenges. These include supporting spending policies while ensuring the long-term sustainability of the endowment and establishing optimal exposure to illiquid investment strategies in the context of a diversified portfolio. Large university endowments typically have significant exposure to illiquid asset classes. The exposure to illiquid asset classes impacts the portfolio's overall liquidity profile and requires a comprehensive liquidity management approach to ensure liquidity needs can be met in a timely fashion. In addition, capital market conditions and asset prices change, resulting in a need to change asset allocation exposures and/or rebalance the portfolio to maintain a profile close to the strategic asset allocation. Build portfolio evaluation and categorize in detail with necessary example.	L4	5	16
		OR			
	b	"Product portfolio managers across many industries, from pharmaceuticals to consumer-packaged goods, face similar challenges—limited visibility into product performance and lengthy review cycles. Much of this difficulty stems from traditionally slow and complicated processes for compiling valuable and accurate data from reports. When considering the time it takes to get from ideation to ROI, the ongoing challenge of slow insight can cause significant setbacks for many of these organizations". Examine portfolio revision in detail with a suitable example.	L4	5	16