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23ISU632N

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2026
(Sixth Semester)

Branch – **BUSINESS ADMINISTRATION (INFORMATION SYSTEM)**

INVESTMENT MANAGEMENT

Time: Three Hours | Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions
ALL questions carry **EQUAL** marks (10 × 1 = 10)

Question No.	Question	K Level	CO
1	Investment refers to i) Buying goods ii) Investing funds iii) Spending money iv) Borrowing money	K1	CO1
2	Indian Securities Market is regulated by i) RBI ii) SEBI iii) LIC iv) IRDA	K2	CO2
3	Equity shareholders are known as i) Creditors ii) Owners of the company iii) Lenders iv) Debenture holders	K1	CO1
4	Money market deals with i) Long-term funds ii) Medium-term funds iii) Short-term funds iv) Fixed assets	K2	CO2
5	Industry analysis helps to i) Study overall economy ii) Analyze company profits iii) Understand industry performance iv) Predict stock prices only	K1	CO1
6	Dow Theory is related to i) Fundamental analysis ii) Technical analysis iii) Economic analysis iv) Industry analysis	K2	CO2
7	Portfolio refers to i) Single investment ii) Collection of investments iii) Shares iv) Bonds	K1	CO1
8	Capital Market Line represents i) Risk vs return for individual securities ii) Risk vs return for efficient portfolios iii) Price vs demand iv) Cost vs output	K2	CO2
9	Disclosure of interest means i)Hiding details ii) Revealing interests iii) Avoiding investments iv) Ignoring rules	K1	CO1
10	Insider trading refers to i) Public trading ii) Trading using confidential information iii) Trading by brokers iv) Buying shares online	K2	CO2

Cont…

SECTION - B (35 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 × 7 = 35)

Question No.	Question	K Level	CO
11.a.	Describe the structure of the Indian securities market.	K2	CO2
	(OR)		
11.b.	Explain the types of risk in investment and give suitable examples.		
12.a.	Illustrate how money market instruments are used to meet short-term financial needs.	K3	CO3
	(OR)		
12.b.	Demonstrate how dividend policy affects shareholders using a real-life example.		
13.a.	Apply fundamental analysis to evaluate a company's investment potential.	K3	CO3
	(OR)		
13.b.	Illustrate how empirical analysis is used in investment decision-making.		
14.a.	Analyze the differences between traditional and modern portfolio analysis.	K4	CO4
	(OR)		
14.b.	Differentiate between the Capital Market Line (CML) and Security Market Line (SML).		
15.a.	Examine the role of SEBI in protecting investor interests in the securities market.	K4	CO4
	(OR)		
15.b.	Analyze the importance of disclosure of interest in maintaining transparency.		

SECTION -C (30 Marks)

Answer **ANY THREE** questions

ALL questions carry **EQUAL** Marks (3 × 10 = 30)

Question No.	Question	K Level	CO
16	Analyze the differences between investment, speculation, arbitrage, and gambling with suitable examples.	K4	CO4
17	Compare government securities and real estate investment in terms of safety and returns.	K4	CO4
18	Examine the role of economic, industry, and company analysis in investment decisions.	K4	CO4
19	Evaluate the effectiveness of Modern Portfolio Theory in real-world investment decisions.	K5	CO5
20	Judge the role of the Investors' Protection Fund in compensating investors.	K5	CO5

Z-Z-Z END