

Roll No.

Total Pages : 2

214406

May, 2019

**BBA (Industry Integrated) - 4th Semester
Investment Banking (BBA/II/ 406)**

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) What is Investment management? (1.5)
- (b) How will you explain project management? (1.5)
- (c) Explain market and demand analysis. (1.5)
- (d) Discuss risk management. (1.5)
- (e) What is venture capital? (1.5)
- (f) Write two types of mutual fund. (1.5)
- (g) Explain the concept of overpricing with example. (1.5)

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- (h) Analyze ADRs. (1.5)
- (i) Define IPO. (1.5)
- (j) Discuss bond market. (1.5)

PART-B

2. Explain the steps in investment decision with relevance of technical and financial analysis. (15)
3. (a) Explain origin and trends of players in Mutual Fund in India. (7.5)
- (b) Describe recent innovations about designing customized investment. (7.5)
4. Discuss the functions and regulatory framework of Investment banking in India. (15)
5. (a) Write a short note on role of SEBI in Investment management in India. (7.5)
- (b) Distinguish between ADRs and GDRs. (7.5)
6. (a) Discuss distribution and promotion strategies regarding issue of shares. (7.5)
- (b) Explain the stages of venture finance. (7.5)
7. Explain innovative bond issue structure and its procedures covering listing and credit rating. (15)