

ALAGAPPA UNIVERSTIY STUDY CENTRE TUTICORIN

3rd SEM ASSIGNMENT QUESTION

INTERNAL MARK: 25 / PER SUBJECT

MBA FINANCIAL MANAGEMENT (FM)

31731- MARKETING MANAGEMENT

1. What is marketing? Describe the various traditional and modern concepts of marketing and explain with examples.
2. Define Branding. Why it is important? Explain the criteria marketers must evaluate before selecting a brand name?
3. When is Personal Selling more appropriate than other methods of Promotion? Explain with examples
4. Define on line marketing. Explain the recent trends in online marketing.
5. Explain the advantages of advertising ?

31732 - FINANCIAL MANAGEMENT

1. Explain briefly the decisions involved in Financial Management?
2. What are the different sources of long term Finance? State the merits of each source ?
3. What is working capital management? What is the need to maintain optimum working capital? Discuss the consequences of inadequate and excess working capital.
4. Describe the different types of dividend the dividend policy of a firm.
5. Describe the risks and cost of holding inventory ?

31733C1 - MANAGEMENT OF FUNDS

1. Explain the role of financial system in mobilization and allocation of funds ?
2. What are the merits and demerits of PBP and ARR?
3. Write short note on risk and uncertainty.
4. Explain the various types of leasing.
5. Explain the characteristics of an optimum capital structure?

31734C2 - INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

1. Explain the risk and return relationship ?
2. What are the uses of Investment Analysis?
3. Discuss Sharpe's model.
4. Explain the elements of portfolio management?
5. In what respect can Sharpe's model be responded superior to Markowitz model of portfolio?

31735C3 - FINANCIAL SERVICES AND INSTITUTIONS

1. What are the functions of financial services?
2. State the challenges to be faced by the financial service sector?
3. Explain the services rendered by Merchant Banks
4. Explain the need and concept of NBFC to investors.
5. What is SEBI? Explain the role of SEBI in the Stock Exchanges