

Roll No: -----

**UNIVERSITY OF PETROLEUM  
AND ENERGY STUDIES**



End Semester Examination – May, 2017

**Program/course: BBA FSM**  
**Subject: Marketing of Mutual Funds**  
**Code: BBCM 164**  
**No. of page/s: 3**

**Semester – 4<sup>th</sup>**  
**Max. Marks: 100**  
**Duration: 3 Hrs**

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**SECTION A**

**Q1: Select the most appropriate answer from the following: Note – Attempt all questions carrying two marks each. (10 X 2=20 Marks)**

A. Risk appetite of investors is assessed through

- |                    |                       |
|--------------------|-----------------------|
| i. Risk Appetizers | iii. Asset Allocators |
| ii. Risk Profilers | iv. Financial Plan    |

B. Providing funds for a daughter's marriage is an example of

- |                                 |                                   |
|---------------------------------|-----------------------------------|
| i. Goal-oriented Financial Plan | iii. Comprehensive Financial Plan |
| ii. Financial goal              | iv. None of the above             |

C. Investment objective is closely linked to

- |           |             |
|-----------|-------------|
| i. Scheme | iii. Option |
| ii. Plan  | iv. SIP     |

D. The assets of the mutual fund are held by

- |               |               |
|---------------|---------------|
| i. AMC        | iii. Trustees |
| ii. Custodian | iv. Registrar |

E. SEBI regulates

- |                                 |                   |
|---------------------------------|-------------------|
| i. Mutual Funds                 | iii. Depositories |
| ii. Registrar & Transfer Agents | iv. All the above |

F. NFOs other than ELSS can be open for a maximum of:

- |             |              |
|-------------|--------------|
| i. 7 days   | iii. 10 days |
| ii. 15 days | iv. 30 days  |

G. Institutional distributors build reach through

- i. Employees
- ii. Sub-brokers
- iii. Agents
- iv. Any of the above

H. Investments in mutual fund can be made using

- i. Cheque / DD
- ii. ASBA
- iii. Remittance
- iv. Any of the above

I. Risk can be measured by

- i. Variance
- ii. Beta
- iii. Standard Deviation
- iv. Any of the above

J. Equity oriented mutual funds

- i. Assure income
- ii. Invest in debentures
- iii. Assure growth
- iv. Invest in shares

### SECTION B

**Q2: Attempt the following: (5 marks each) (4x 5=20 Marks)**

- (a) What is Net Asset Value and how it is calculated? Discuss its usefulness.
- (b) What are the services provided by the Mutual Funds?
- (c) Who can invest in mutual funds in India? What documentation is required?
- (d) Discuss the importance of Fact Sheet and state the information included in Fact Sheet

### SECTION C

**Attempt any three questions: (3 x 10 = 30 marks)**

Q3: Discuss the present state of the mutual funds in India and outline the causes for their slow growth. (10 marks)

Q4: "Financial Planning is an approach to building long term relationships with clients". Discuss the statement. (10 marks)

Q5: "Long term investment decisions are best taken through a fundamental analysis approach". Elaborate the statement. (10 marks)

Q6: Discuss the Limitation of Rights of Unit-holders of Mutual Fund. (10 marks)

### SECTION D

**Attempt any two questions: (2 x 15 = 30 marks)**

Q7: "Risk profiling is an approach to understand the risk appetite of investors". Discuss the statement showing the factors which have an influence on Risk appetite.

Q8: From the following information evaluate the portfolios using Sharpe, Jensen and Treynor Model.

	Portfolio A	Portfolio B	Portfolio C
Return	21%	25%	20%
Beta	0.9	1.6	1.0
Standard Deviation	5%	6%	9%

Market Return 12%

Risk Free Rate 8%.

Q9: “The changing competitive context has led to the emergence of institutional channels of distribution, to supplement the individuals who distribute mutual funds”. Discuss the role of Institutional Channels in present scenario and how they are meeting the increased expectations of the investors.