Time: 2 ½ Hours                                          Marks: 75

**Q1** Match the column. **(any 8)**                                          8

|    | Column I                 |   | Column II                          |
|----|--------------------------|---|------------------------------------|
| 1. | BCG Matrix               | A | BCG Matrix                         |
| 2  | Stock market             | B | Present value method               |
| 3  | buyer                    | C | Real interest                      |
| 4  | Threat of new entry      | D | Brings investors and traders together |
| 5  | Good analytical skills   | E | Electronic Shares                  |
| 6  | Inflation adjusted interest | F | SOTP                            |
| 7  | DCF                      | G | Stock classification               |
| 8  | DEMAT                    | H | Business value component           |
| 9  | Cash cow                 | I | Porter 5 force                     |
| 10 | Sum of the parts         | J | Equity research analyst            |

Q B . State whether following are **true or false** ( any 7)                    7

1. Tax policy is an example of political factor.
2. Analyst are expected to provide monetary information and non monetary information related information to clients.
3. SCP is structure – conduct – performance .
4. Purpose of investment plays least important role in valuation model been chosen .
5. Approach followed in a relative valuation model is benchmark valuation.
6. SOTP follows principle of all eggs in one basket .
7. Weakness is an element which can pose trouble for business .
8. Who is in management and what they say about company affects its valuation.
9. Real interest rates are inflation plus interest rates.
10. Fundamental analysis is related to forecasting price through past price behaviour.

Q2. A. Describe various categories of stocks                                    8
   B. You are Planning to hire an equity research analyst for your investment firm . What qualities will you look for in the candidate while hiring .          7

**OR**

   C. Define equity research? Explain in detail the types of equity research .          8
   D. What is the role of Equity research in Indian capital market ? Mention various market participants?                                                        7

Q3. A. If you are an investor what key factors would you consider before investing?     8
   B. Explain SCP analysis model?                                              7

**OR**

   C. What are the key micro economic variables for carrying analysis at economy level?                                                                        8
   D. Explain Porter's 5 force model for industry analysis.                     7

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Q4. A. With the help of an example explain how SWOT analysis of any company is done?    8

     B. Differentiate between price and valuation.    7

<div align="center"><strong>OR</strong></div>

     C. Define DCF?  Explain its advantages ?    8

     D. What is the need for valuation in business ?    7

Q5. A. Differentiate between trading and transaction multiples?    8

     B. Mention the various qualitative aspects to be kept in mind in company analysis?    7

<div align="center"><strong>OR</strong></div>

Q5. Write short note on following. **(Any 3)**    15
   1. PESTLE
   2. CAGR.
   3. Sensitivity analysis.
   4. Role of Equity research in Capital Markets.
   5. Macro economic principles. ( with respect to economic analysis )

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