

Khulna University, Khulna

School: Management and Business Administration

Discipline: Business Administration

Year: 2

Term: 1

Examination Year: 2026

Session: 2025-2026

Course Code: 041303 MBA 6177

Course Title: Business Research Methods

Total Marks: 60

Time: 03 Hours

Credit: 03

Instructions:

- The figures in the margin indicate full marks. The questions are of equal value.
- Use separate scripts for each section
- Answer different parts of a question (a, b, cetc.) sequentially.

Section – A

There are **four (04)** questions in this section. Answer any **three (03)** questions.

1. a) The following are examples of two issues that management of a company wants to research in the context of their organization: **06**
 - i) Whether executive success is correlated with the need for achievement.
 - ii) Whether a product currently selling at 246 taka per unit will sell better if the price is reduced to 240 taka.

Which one of the above is applied research? Justify your answer in light of the concept and features of applied research. (L 3,4; CLO 1)
- b) Discuss the situations when research should not be conducted in making decisions in a business organization. (L 1; CLO 1) **04**
2. a) What do you mean by research philosophy? Just list down four different philosophical orientations of research. (L 1; CLO 2) **3+2**
- b) Define the terms Ontology and Epistemology and the role of these concepts in determining the research methodology. ((L 3,4; CLO 2) **3+2**
3. a) A researcher wants to understand the experiences of women recently giving birth. They conduct in-depth interviews with several women and analyses their responses for common themes and patterns. What type of research is this? **05**

A marketing firm wants to know how many people prefer one soda brand over another. They survey a representative population sample and use statistical analysis to determine the percentage of people who choose each brand. What type of research An economist wants to study the relationship between education level and income. They collect data from a large sample of individuals, including their education and income level, and use statistical analysis to identify patterns or correlations. What type of research is this? (CLO1,2 L1)
- b) A psychologist wants to test whether a new therapy is effective at reducing symptoms of depression. The null hypothesis is that the treatment does not affect symptoms of depression. What would be the alternative hypothesis in this case, and why? (CLO1,3,5 L1) **05**
4. a) Discuss the concepts of Probability sampling and non-probability sampling. (L 2; CLO 3) **04**
- b) Discuss the concepts and features of stratified sampling and quota sampling methods with the help of appropriate examples of each method. (L 2; CLO 3) **06**

Section – B

There are **four (04)** questions in this section. Answer any **three (03)** questions.

1. a) What do you mean by Concepts and Contracts concerning the measurement of research data? Discuss with appropriate examples. 04
 b) What kind of information is most appropriate to collect by using a method? Justify your answer in light of the concept of nature of Survey method. 06
2. a) What do you mean by systematic error and unsystematic error in research? 04
 (L 2; CLO 5)
 b) Discuss any three types of response bias that may cause unintentional misinterpretation of survey questions by the respondents. (L 2; CLO 2,4) 06
3. a) Discuss the concept of null hypothesis and alternative hypothesis. (L 3; CLO 5) 02
 b) The following is the Alternative hypothesis set by a researcher: 02
 H_1 : Primary share yields higher returns than secondary shares.
 Formulate the corresponding null hypothesis (H_0) (L 5; CLO 5)
- c) Which type of error would the researcher commit if he rejects H_0 while it is actually correct? Justify your answer in light of Type 1 and Type 2 errors of hypothesis testing. (L 5; CLO 1) 06

4. a) Interpret the regression tables. 08

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.642 ^a	.050	.060	.76908489

a. Predictors: (Constant), Zscore (Governance)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F
1	Regression	61.459	1	61.459	103.90
	Residual	87.541	148	.591	
	Total	149.000	149		

a. Predictors: (Constant), Zscore(Governance)

b. Dependent Variable: FPZscore(Dependent)

Coefficients^a

Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.824E-15	.063		.000	1.00
	Zscore(Governance)	-.642	.063	.642	1.193	.500

a. Dependent Variable: FP Zscore(Dependent)

Ho: The firm's governance structure positively impacts the firm performance.

H1: The governance structure of the firm negatively impacts the firm performance.

(CLO1,3,5 L5)

- b) What is regression analysis? Why it is important for managerial decision-making. Provide examples to illustrate your answer. (CLO1,3,5 L2) 02

KHULNA UNIVERSITY

Year ... MBA 2nd Term ... I..... Semester / Grade Examination Session ...2025-26.....
...Business Administration... Discipline Course No ... 0413 03 MKT 6223....
Full Title of the Course ... Brand Management ... Full Marks ... 60 ... Time ... 03 .. Hours

Section A

(There are **Four** questions in this section, Answer any **Three**)

1.
 - a. In POD marketers try to augment the brand experience and establish favorable, unique associations. But in POP there is no such option. So as a marketer “*we can ignore POP and focus only on POD*” – Do you agree with this statement? Why or why not.? 03
 - b. Explain the strategic brand management process. 07
2.
 - a. Describe the Rational and Emotional route to brand resonance to enhance brand equity with the help of Brand Equity pyramid. 07
 - b. “*Shock Ads easily draw consumer attention and help to build the brand equity*” – Do you agree with this statement? Why or why not.? 03
3.
 - a. Describe the challenges of balancing meaningfulness and transferability or adaptability while selecting the brand elements of a new brand? 04
 - b. Imagine you are entrusted with the responsibility to launch a new brand in a FMCG company. The new brand will operate in baby diaper market which is already crowded with local and international brands. Particularly ‘Pampers’ is so familiar in consumer mind that they frequently call ‘Pampers’ instead of diaper to the vendors. In such market scenario, describe how will you position the new diaper brand. 06
4.
 - a. Outline the deliverability dimensions of point-of-difference and point-of-parity. 05
 - b. Explain the defensive strategies of building brand equity. 05

Section B

(There are **Four** questions in this section, Answer any **Three**)

1.
 - a. “*Packaging is the container/wrapper for a product which is solely designed for protecting the product*” – Do you agree with this statement? Suggest why / why not. 02
 - b. Discuss the means of leveraging secondary brand knowledge to build equity. 08
2.
 - a. How will you use the product strategy, pricing strategy, channel strategy and promotion strategy to develop and maintain brand equity? 05
 - b. Imagine yourself as the brand manager in a FMCG company. In the detergent category you have brand ‘W’, ‘R’ and ‘S’. You are considering a line extension for brand ‘S-White’ particularly focusing whitening segment. In the market condition of Bangladesh, do you think this line extension strategy for your brand is a wise choice. Explain why or why not. 05
3.
 - a. Imagine yourself as the head of marketing in an MNC. In your corporate brand portfolio, there are number of strong as well as weak brands. This is very close to start of new financial year. You are aiming for a hefty budget, as you are planning introduction of a new brand as well as revitalization of weak brands. The board of directors were not convinced in your proposed budget and they want to see true financial impact of marketing expenditures. You and CEO were asked to the board room for justifications. Considering the intensity of the situation how will you convince the board of directors and CEO to approve the budget? Can you use any model to support your argument? 06
 - b. What do you mean by Brand Hierarchy? Take any renowned brand of your choice and draw the Brand Hierarchy tree. 04
4. a. Identify and explain the potential sources of risks in cobranding. 04
- b. Outline the disadvantages of celebrity endorsement. 06

Khulna University, Khulna
Business Administration Discipline
MBA 2nd Year 1st Term Final Examination 2025-2026

Course No. 0413 03 FIN 6215
Full Marks: 60

Course Title: Investment and Portfolio Management
Time: 03 hours

Figure in the right margin indicate full marks. Use separate sheet for each section.
 Maintain sequence in answering the questions.

Section – A

There are four questions in this section. Answer any three questions

1. a) Who are brokers? What are the functions of brokers in a capital market? 3
 b) What is nominal risk free rate? What is the impact of inflation on nominal risk free rate? 3
 c) On February 1, you bought 100 shares of stock of company X for \$36 a share and after two years you sold it for \$40 a share. During the year you received a cash dividend of \$2.00 a share. Compute HPR and HPY on this stock. 4

2. a) What is maintenance margin and margin call? When an investor can receive a margin call –explain with an example. 4
 b) You decide to sell short 100 shares of Fu Wang Foods Ltd when it is selling at its yearly high of \$56. Your broker tells you that your margin requirement is 45%. And the commission on the purchase is \$155. While you are short the stock, Fu Wang Foods paid a \$2.50 per share dividend. At the end of one year, you buy 100 shares of Fu Wang Foods at \$42 to close your position and charged a commission of \$145 and 10% interest on the money borrowed. What is your rate of return on the investment? 6

3. a) What is value weighted index? What are the pros and cons of value weighted index? 3
 b) You are given the following information regarding prices of sample of stocks. 7

Stock	No of shares	Price	No of shares	Price
		T		T+1
A	1,000,000,000	20	1,000,000,000	32
B	2,000,000	80	4,000,000*	40
C	25,000,000	40	25,000,000	42

* Stock split two for one during the year.

 - i. Compute the beginning and ending values for price weighted and value weighted index.
 - ii. Compute the percentage change in the value of each index.
 - iii. Explain the difference in results.

4. a) Discuss the Efficient Market Hypothesis (EMH) and explain the weak form, semi-strong form, and strong form of market efficiency 3
 b) How does market efficiency influence investment decisions? 3
 c) A company's share is currently selling at Tk. 180 in the market. An analyst estimates that the intrinsic value of the share is Tk. 210 based on discounted cash flow analysis. Expected dividend next year is Tk. 12, and the required rate of return is 14%. Company currently using constant growth dividend valuation model Calculate: 4
 - i. The expected growth rate
 - ii. Whether the stock is undervalued or overvalued according to market efficiency concepts

Section – B

There are four questions in this section. Answer any three questions

1. a) Differentiate between systematic and unsystematic risk with their sources. 4
 b) Compute the abnormal rates of return for the five stocks in the during period T 6

Stock	R _{it}	R _{mt}
A	11.5%	5.0%
B	10	8.00

C	14	9.6
D	12	15.4
E	16	12.4

Compute the abnormal rates of return for the five stocks in the above problem assuming the following systematic risk measures

Stock	β_i
A	0.89
B	1.5
C	1.45
D	0.75
E	-0.30

2. a) What is an aggressive equity focused portfolio? 3
b) A three asset has the following characteristics. 7

Asset	Expected return	Standard deviation	Weight
X	0.15	0.22	0.50
Y	0.10	0.08	0.40
Z	0.06	0.03	0.10

- i. Calculate the expected return for this three-asset portfolio.
ii. The correlation coefficient between $r_{x,y}=0.25$, $r_{y,z} = -0.08$ and $r_{z,x} = 0.15$. Compute the standard deviation of this portfolio.

3. a) What are the differences between capital market line and security market line? 3
b) You are an analysts for a pension fund and you are assigned the task to evaluate two different external portfolio managers (manager Y and Manager Z) You consider the following historical average return, standard deviation and CAPM beta estimates for these two managers over past five years. 7

Portfolio	Actual Avg. return	S.D	Beta
Manager Y	10.20%	12.00%	1.20
Manager Z	8.80	9.90	0.80

Additionally your estimate for the risk premium for the market portfolio is 6.00 % and risk free rate is 3.50%

- i. For both manager Y and Z calculate expected return using CAPM.
ii. Calculate each fund managers' average 'alpha' over the five years holding period. Show graphically where these alpha statistics would plot on the security market line (SML).

4. a) What do you mean by beta coefficient? Why understanding it is important for investors? 4

- b) The following data are available for a stock and the market portfolio: 6

Covariance between stock return and market return = 0.018

Variance of market return = 0.012

Correlation coefficient between stock and market = 0.75

Standard deviation of market return = 12%

Calculate:

- i. Beta coefficient of the stock
ii. Standard deviation of the stock
iii. Coefficient of determination (R^2)
iv. Interpret the systematic risk of the stock