



23004356

QP CODE: 23004356

Reg No :

Name :

M.Com DEGREE (CSS) EXAMINATION, JUNE 2023

Fourth Semester

Elective - CM800402 - PERSONAL INVESTMENT AND BEHAVIOURAL FINANCE

M.Com FINANCE AND TAXATION, M.Com FINANCE AND TAXATION (SF)

2019 ADMISSION ONWARDS

89C746CC

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

*Weight **1** each.*

1. Explain the factors influencing financial destiny.
2. What is the effect of decline in household savings in Indian Economy?
3. What is solvency ratio?
4. What do you mean by financial advisory services?
5. Explain the term financial avoidance.
6. Define non programmed decision?
7. What do you mean by nudge in behavioural finance? Give an example.
8. What is Egocentrism?
9. What is Cognitive Bias?
10. Briefly explain the effect of bias on the risk tolerance of investors.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

*Weight **2** each.*

11. As a research area, how financial literacy of individuals can be assessed?
12. Explain the Core competency components of financial literacy.
13. Explain the various types of investors.



14. State the process of budgeting.
15. Explain eight step approach to be followed by an investor while making financial decisions?
16. Briefly explain the concept of Loss Aversion.
17. Write Short Notes on :i) Groupthink bias (ii) House-Money Effect
18. Explain interaction between biases.

(6×2=12 weightage)

Part C (Essay Type Questions)

Answer any **two** questions.

Weight 5 each.

19. Explain the relevance of family financial socialization on financial capability and competency with suitable examples.
20. Enumerate the Psychographic Models used in Behavioural Finance.
21. Write a note on Behavioural Models.
22. Write short note : a) Thought Contagion and overreaction b) Gambler's Fallacy c) Hot-Hand Bias d) Procrastination e) Conservatism and superstitions

(2×5=10 weightage)

