

Institute of Management
JK Lakshmipat University, Jaipur
END TERM EXAMINATION -May 2023, BBA 2021-24

3. Why is Gold considered a good investment. Name two economical ways of investing in Gold (LO3,4)
4. What advantages does annuity offer to an investor in terms of an investment option. Discuss pros and cons of such an investment (LO2)
- a) Pros:
 - b) Cons
5. Give one example of machine learning/ artificial intelligence in the area of wealth management. Please justify as to how is it similar to or superior to human intelligence

2 questions, 7.5 marks each totalling 15 marks

6. What is meant by leveraged position in the stock market. Please give one example of a trader who failed catastrophically in these circumstances. (LO4,5)
7. For a business to raise money from stock market, it usually needs to demonstrate three years of business, revenues and profitability. Thus, the startup in the Indian eco system, are unable to approach the stock market directly and hence raise money from a set of investors... Who are these investors? Why do these investors invest in these startup's that are not profitable yet. (LO4)