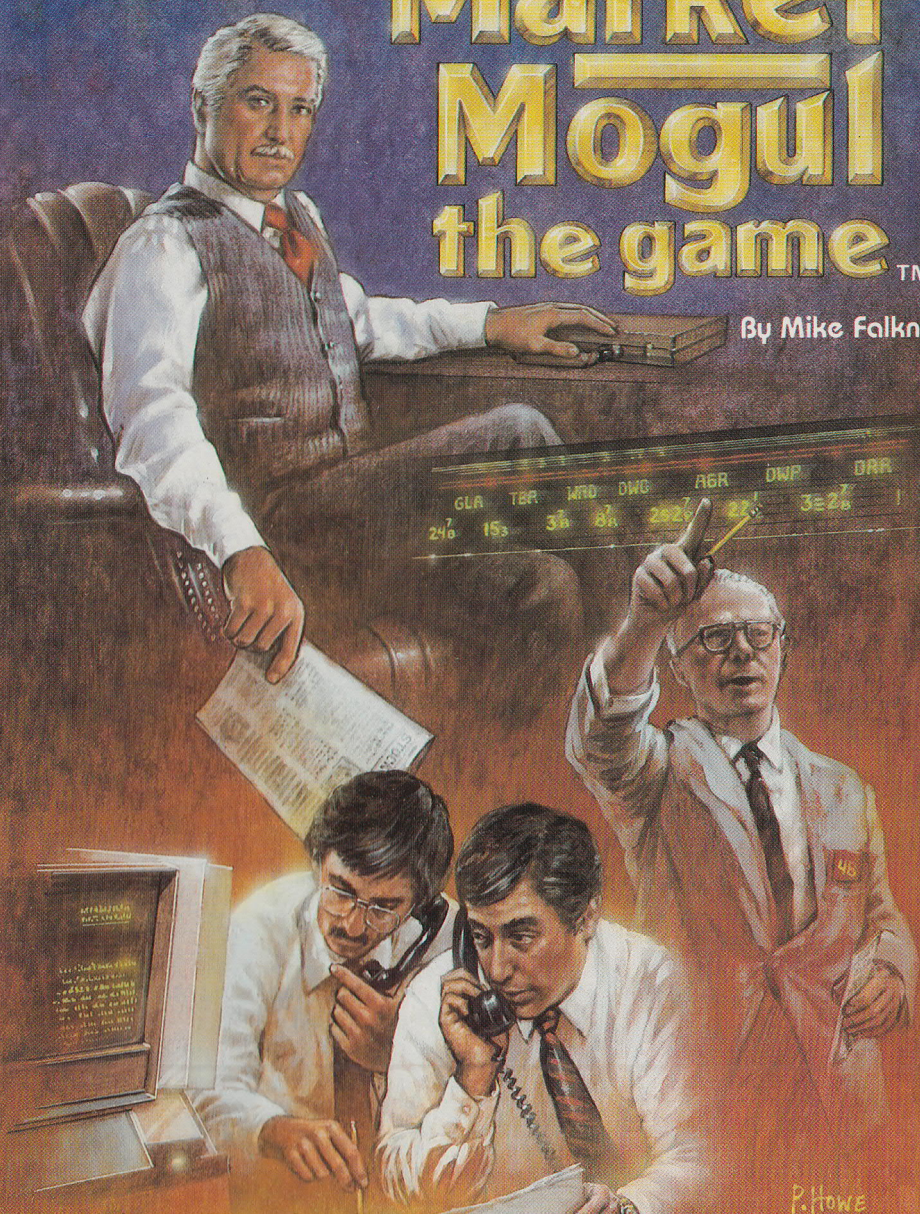


# Market Mogul™ the game

By Mike Falkner



Stop Riggs Greedman from taking over MegaCorp! Play the Stock Market — rise to President of all 10 MegaCorp subsidiaries — and become Chairman of the Board!

P. HOWE





# MARKET MOGUL

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Ebenezer Grimsby, iron-willed head of MegaCorp, has been stricken with a terminal illness. His arch-rival, executive vice president Riggs Greedman, has seized this opportunity and is making a secret bid to buy up a controlling interest in MegaCorp's ten subsidiaries and take over as its Chairman of the Board. In a last ditch effort to stop Greedman, Grimsby has called you, Beryl Flinch, his most trusted company clerk, to thwart Greedman's plans.

Grimsby takes you to a secret room equipped with terminals hooked directly to all major stock exchanges and with hot lines to all the large brokerage houses. It was in this room that millions of dollars changed hands, bringing MegaCorp under Grimsby's control. To maintain secrecy and not arouse suspicion with Greedman and others, Grimsby can supply you with only \$25,000 from the MegaCorp Executive Slush Fund (EXSLUSH). However, he gives you the code name that opens any and all doors to whatever you need in the financial community:

\*\*\* MARKET MOGUL \*\*\*

## Installing Market Mogul

1. Boot your DOS diskette in drive A. Your Market Mogul diskette will be referenced in drive B.
2. After the date/time sign-on, type:

SYS B:

3. Copy the Command.Com file to your Market Mogul diskette by typing:

COPY COMMAND.COM B:

4. Now your Market Mogul diskette will self-boot from drive A. The diskette must remain in the drive during game play.
5. Press any key to exit the title screen. It will take a minute to set up the stocks.



## The Screen

The screen contains all the information you need about the MegaCorp portfolio. The columns are explained as follows:

- Column 1 The name of the stock (first ten items) or commodity (last four items).
- Column 2 The current market price.
- Column 3 The last change in the market price.
- Column 4 The number of shares held.
- Column 5 The market value of those shares.
- Column 6 The total outstanding loans collateralized by the stock.

The remainder of the screen is explained as follows:

- Cash The amount in your cash account.
- Prime The current interest rate charged on outstanding loans.
- Margin The percentage of equity you must put into a stock when purchasing it (i.e., 85 Margin means putting up \$85 to buy a \$100 stock with \$15 borrowed). An asterisk indicates that you are eligible for the next lower margin level.
- Total The total value of the stock owned and loans.
- Net The value of the stock owned less loans, exclusive of cash (i.e., net equity position in the above stocks).

## The Play

Each transaction follows a general pattern.

1. Move the asterisk ("\*") found next to a stock name up or down the portfolio using the "+" or "-" keys on the 10-key pad. This "\*" indicates the current stock or commodity being referenced.
2. Enter a valid option (type a space for help) and answer all questions.
3. Repeat steps 1 and 2 until all transactions are complete.
4. Use the (G)o option to start a market update.

## Questions

### 1. Option

There are numerous options available, which are as follows:

- +** This moves the asterisk down through the stocks and commodities. A "+" at the last line moves the "\*" to the first line.
- This moves the asterisk up through the stocks and commodities. A "-" at the first line moves the "\*" to the last line.
- B** Buy an item.
- S** Sell an item.
- G** Go. This is your way of saying that you are finished and the market can proceed through another cycle.
- M** **Margin.** This allows you to choose the level of borrowing that you want to have. However, there are limits to this rate according to your net worth. They are:

<i>Level</i>	<i>Margin</i>	<i>% Borrowed</i>
0- 29999	100	0
30000- 49999	85	15
50000- 74999	70	30
75000- 99999	55	45
100000-199999	40	60
200000-299999	25	75
300000-UP	10	90

You may choose any margin greater than or equal to these limits. However, should your equity drop from one limit to another, the margin rate will automatically adjust to the new level. (See MARGIN CALLS.)

The margin decreases as your equity increases. Should your total worth allow you to choose a better margin level, an "\*" will appear next to the margin.



- T Trend.** The last 20 market prices are stored and this option displays a bar chart showing the stocks' trend. The stock prices are printed vertically above each bar.
- P Pay off Margin Calls.** This option allows you to let the computer automatically clear any margin calls by using funds from your cash account. (See MARGIN CALLS.)
- K Keep.** You may store up to five different games at any point during the game.
- L Load.** You may load any one of five games that were previously stored using the (K)eeP option.
- C Color.** You may change the background color of your screen (color graphics screens only) with this option. Each "C" changes the color to one of the seven colors available.
- Ctrl-S Disable/enable sound.** This allows you to shut off most of the sound made by the game. (It's much more fun with sound!!) The option acts like a toggle switch and turns sound off or on after it is typed.
- Ctrl-O Monitor Switch.** This lets you switch between mono and color.
- R Reader board speed.** This slows the reader board to half speed.
- Q Equity.** Calculates your total net worth.

## 2. Number of Shares

Used in the (B)uy and (S)ell options, this allows you to enter how many shares you would like to buy or sell. When using option B, the number of shares you may buy given your cash balance and margin rate is displayed. A RETURN here will buy or sell the maximum amount of shares possible.

## 3. New Margin

Used in option M, this allows you to choose a margin rate. Hitting RETURN calculates the highest margin allowed.

## 4. File Number (1-5)

This allows you to choose the game number for the market you are (K)eeP-ing or (L)oad-ing.

## World Events and Market Trends

Each time that you use the (G)o option, the market prices are adjusted up or down to reflect new market conditions. Periodically world events occur which affect one stock or commodity in particular and the market as a whole. This world event is displayed on a reader board at the bottom of the screen. While it is being displayed, the line for the item affected will blink. Once the message is complete, the market trend (up, down or even) will be displayed. The item affected will always follow the trend. However, the other items may go against the trend since they are weighted toward the trend but not necessarily directly affected by it.

## Price Changes and Volatility

Prices change during each market update. Each price changes according to a volatility limit associated with its industry. These limits are as follows:

OilCo	30 up or down
SteelCo	15 up or down
CableCo	20 up or down
PowerCo	15 up or down
CompuCo	25 up or down
LandCo	40 up or down
CarCo	15 up or down
MineCo	50 up or down
FoodCo	20 up or down
ChemCo	25 up or down
Wheat	30 up or down
Coffee	30 up or down
Beef	30 up or down
Gold	40 up or down
Prime	2 %

These factors are affected by a world event when the world event specifically relates to a certain stock or commodity. This effect can increase the volatility by as much as 100% (double the above figure).

## Worthless Stocks and Splits

When a stock or commodity has a zero worth, all trading is suspended on the stock, all loans are cleared against your cash account, and all shares are lost.



The entity is reorganized at the next market update as if it were a new company. Stocks may split 2 for 1 between the 120 to 200 price range. The number of shares is doubled while the value remains the same. Commodities do not split.

## **Margin Calls**

You must maintain the proper ratio of loans to value for each stock or commodity. Should this ratio fall 10% below the current margin rate, a margin call is made and all trading is suspended until the calls are paid (option P).

## **Negative Cash**

Trading will be suspended until stock is sold to cover a negative cash position.

## **Interest and Salary**

Interest is earned at 3% below prime on the cash account. It is credited to your cash account after each market update. Interest is charged at prime for all loans outstanding and is subtracted after each market update. Both interest calculations are done on a monthly rate. Salaries are earned for services as president of a company. (See WINNING THE GAME.)

## **Dividends**

Four stocks, SteelCo, PowerCo, CarCo and ChemCo, declare dividends of up to \$20 a share periodically. These funds are immediately added to your cash account.

## **Fly by Nightline**

This service is provided free to MegaCorp, a charter member of the service. It provides periodic inside hints about coming market conditions. However, its editor, Mona Parrot, has been known to leak false information to influence the market.



## Going Broke

When you are unable to purchase market items (heaven forbid) because of your net worth, never fear. You have one chance to redeem yourself and win the game (if you dare take the chance).

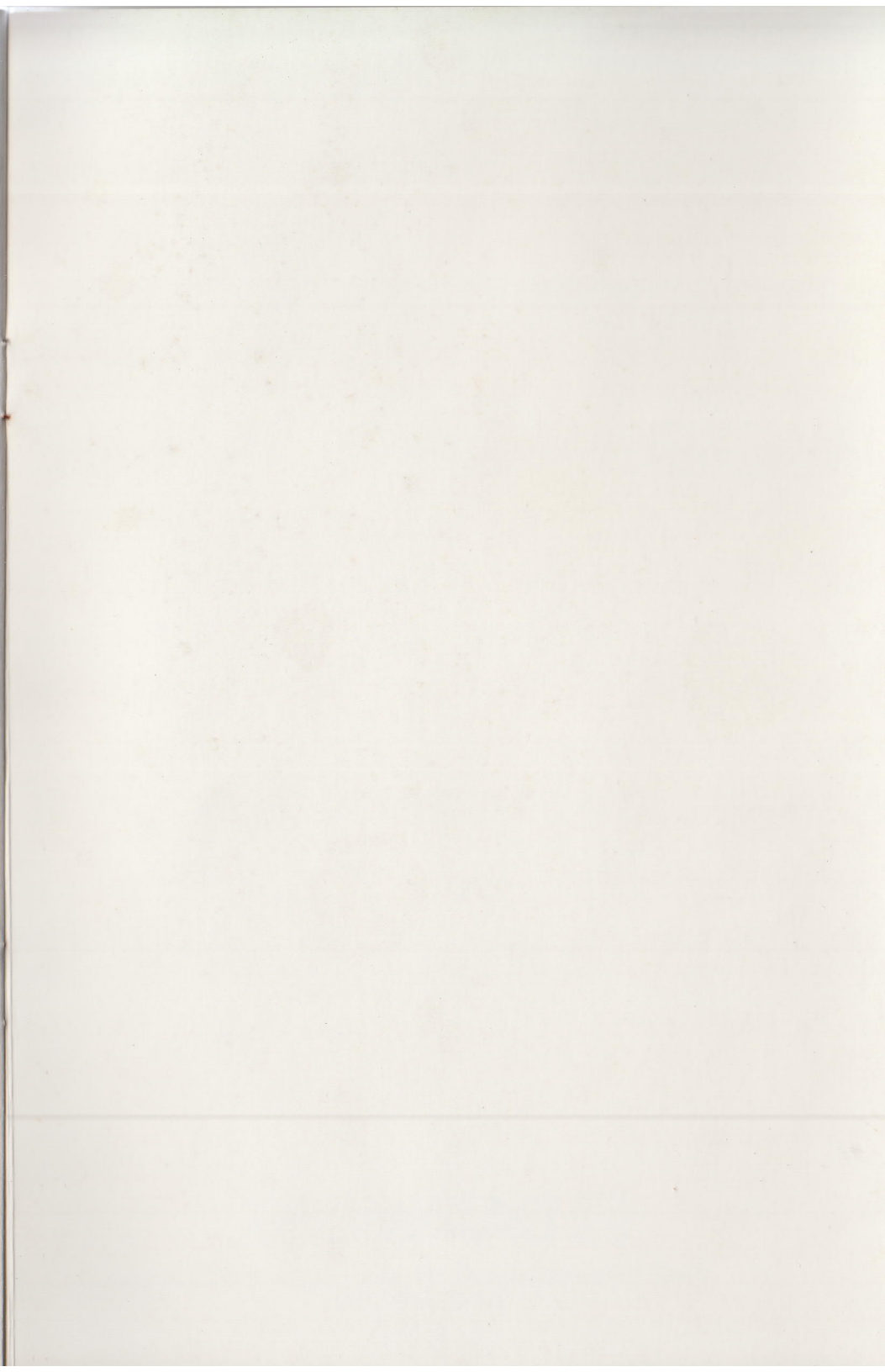
## Winning the Game

With greed and prestige as motivation, your goal is to become Chairman of the Board of MegaCorp. To accomplish this goal, you must become president of each of the ten MegaCorp subsidiaries (stock companies). To do so you must hold 1000 shares of each company and be currently maintaining a net worth of \$100,000 for three market updates in a row. On the fourth update, your presidency is announced accompanied by music developed especially for your company. As a bonus, you will receive a salary equal to 2% of the value of your stock held in that company after every market update (you need not maintain a 1000 share balance). Should the stock ever become worthless, you are immediately fired.

When you become president of all ten subsidiaries and have a net worth of \$250,000, you are elected Chairman of the Board of MegaCorp. This is accompanied by a grand celebration befitting your position. You will have made Ebenezer Grimsby smile for the first time in his life.









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