

Vidya Vikas Mandal's  
Shree Damodar College of Commerce and Economics, Margao-Goa  
S.Y.BBA (FS), SEMESTER IV, END SEMESTER EXAMINATION, APRIL 2017  
SUB: FINANCIAL SERVICES- II

Duration: 2 Hours

Max Marks: 60

**Instructions:**

- All questions are compulsory.
- Start each question on a fresh page.
- Figures to right indicate maximum marks.

Q1. A. Explain the classification of Merchant Bankers in India. (08)

B. Write a short note on Credit Rating. (04)

OR

X. Explain the Services provided by Merchant Banker in India. (06)

Y. Explain the Types of Brokers in Indian Stock markets. (06)

Q2. A. What is Merchant Banking? Explain the functions of Merchant Banking in India. (12)

OR

X. Diagrammatically explain the process of Securitization. (12)

Q3. A. What is Market segmentation? Explain the methods of Market segmentation. (12)

OR

X. Explain the benefits of Securitization. (06)

Y. Differentiate between Physical goods and financial Services. (06)

Q4. A. Explain the Four Pillars of Marketing. (08)

B. Write a short note on Depository. (04)

OR

X. Write a short note on: (03\*04=12)

1. E-broking
2. Custodian
3. Sub Broker

Q5. A. Diagrammatically explain the Credit Rating process of Credit Rating Information

Services of India Limited (CRISIL). (12)

OR

X. Explain the pricing strategies for marketing of financial services. (12)

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