

SUBJECT: FINANCIAL SERVICES-II

Duration: 3 hours

Max. Marks: 60

Instructions:

- *Figures to the right indicate maximum marks.*
- *Question one is compulsory.*
- *Answer any Four from question 2 to question 6.*

Q1. Write Short notes on Any Four of the following:- (4x3=12)

- Influence of Elasticity.
- Categories of Merchant Bankers
- Physical Goods v/s Services.
- Disadvantages of Market Segmentation.
- Stock Exchange.

Q2. a) State and Explain the Functions of Merchant Banking. (12 marks)

OR

- What is the Code of Conduct for Merchant Bankers? (8 marks)
- State all the Conditions laid down by SEBI for Merchant Bankers. (4 marks)

Q3. a) State and Explain the Benefits of a Depository system to:

- Investors
- Capital Markets
- Companies

(12 marks)

OR

- State and Explain any 4 Constituents of the Depository System. (4 marks)
- Explain the Eligibility Criteria and Registration Process for a Sub broker. (8 marks)

Q4) a) Explain the Importance of Credit Rating. (6 marks)

b) Discuss the Benefits of Securitisation. (6 marks)

OR

x) State and Explain the Securitisation Process. (12 marks)

Q5) a) State and Explain the Pillars of Marketing Concept. (8 marks)

b) What is a target Market? How to select a Target Market? (4 marks)

OR

x) Explain any 6 types of Pricing Strategies. (12 marks)

Q6) a) Distinguish between Selling and Marketing (8 marks)

b) Explain the Types of Market Segmentation. (4 marks)

OR

x) Explain the variables examined by a Credit Rating agency (12 marks)