

**BFS C404: FINANCIAL SERVICES – II**

Duration: 3 Hours

Max. Marks: 60

- Instructions:
1. All questions are compulsory.
  2. Figures to the right indicate maximum marks.
  3. Start each question on a fresh page.

**Q1. Write short note on ANY FOUR of the following:**

**(3x4= 12 marks)**

- a) Sub Brokers.
- b) Merchant Banking.
- c) Pass and Pay Through Securities.
- d) Market Positioning.
- e) Dematerialization.

**Q2. A. Explain in detail the various functions of Merchant Banks.**

**(12 marks)**

**OR**

**X. Elaborate on the functions of Stock Brokers.**

**(6 marks)**

**Y. Discuss the role of Merchant Bank in Issue Management?**

**(6 marks)**

**Q3. A. What is a Depository? Elaborate on the role of Depository in the Secondary Market.**

**(12 marks)**

**OR**

**X. Elaborate on the Code of Conduct of Custodians.**

**(6 marks)**

**Y. Elaborate on the Security Exchange Board of India guidelines for E-broking.**

**(6 marks)**

**Q4.A. Explain in detail the process of securitization with the help of diagram.**

**(12 marks)**

**OR**

**X. Write a note on the Investment Information and Credit Rating Agency of India Limited (ICRA).**

**(6 marks)**

**Y. Discuss the role of various parties involved in Securitization process.**

**(6 marks)**

**Q5. A. Write six points of difference between Selling and Marketing.**

**(6 marks)**

**B. Explain any three pillars of Marketing of Financial Services.**

**(6 marks)**

**OR**

**X. What is target marketing? Elaborate on any four target market strategies.**

**(6 marks)**

**Y. Elaborate on the 7Ps of Marketing Mix.**

**(6 marks)**

**\*\*\*\*The End\*\*\*\***