

V.V.M's,
Shree Damodar College of Commerce and Economics,
Margao Goa

S.Y.BBA (FS) SEMESTER IV, ESE, APRIL 2016

DURATION: 2 hours

SUB: FINANCIAL SERVICES - II

MARKS: 60

Instructions: *All Questions are compulsory*

Start each Question on a fresh page

Figures to right indicate maximum marks

- Q.1.X. Explain the professional Ethics and code of conduct for a Merchant Banker. (12)
- OR**
- Q.1. A. What is merchant banking? Explain Functions of merchant Banking. (12)
- Q.2. X. Discuss Procedure & Effect of refusal of registration of Sub Broker in India. (12)
- OR**
- Q.2. A. Explain the functions of Depository system in India. (12)
- Q.3. X. Discuss the importance of credit rating. (06)
- Y. Highlight the Players involved in securitization process. (06)
- OR**
- Q.3. A. What is securitization? Explain the process of Securitization. (12)
- Q.4. X. Explain the various types of Pricing Strategy. (06)
- Y. Briefly Explain the Importance of marketing. (06)
- OR**
- Q.4.A. What is market segment? Explain the different types of market segment (12)
- Q.5. X. Write a Short note on the following (**ANY THREE**) (3X4 = 12)
- a) Service Marketing
 - b) E- Broking
 - c) Dematerialization
 - d) Positioning in market segment
 - e) Credit Rating