

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

Duration: 3 hour

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 four pillars of Marketing. (08)

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

OR

X. Explain the functions of Merchant Banker in India. (06)

Y. Explain the disadvantages of Credit rating. (06)

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

OR

X. Explain the various participants involved in Securitisation process. (12)

Q3. A. Explain the pricing strategies involved in marketing of financial services. (12)

OR

X. Explain the benefits of Credit rating to the investors. (06)

Y. Explain the Code of conduct for Merchant banking in India. (06)

Q4. A. Explain the factors involved for Credit rating of instruments. (06)

B. Explain the need for Depository system in India. (06)

OR

X. Write a short note on: (3*4=12)

1. Marketing Concept.
2. Selling Concept.
3. Sub Broker.

Q5. A. What is Market segmentation? Explain the methods of Market segmentation. (12)

OR

X. Explain the causes for unpopularity of Securitisation in India. (12)

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