

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. Write a Short note on the following (**ANY THREE**) (3X4 = 12)
a) Merchant Banking
b) Stock broking in India
c) E- Broking
d) Code of conduct in communication
e) Credit rating
- Q.2.X. Explain the professional Ethics and code of conduct for a Merchant Banker. (12)
OR
Q.2. A. Merchant banking is required to take up some allied functions also. Explain the functions. (09)
B. Highlight the regulations of Merchant Banking. (03)
- Q.3. X. Explain Procedure & Effect of refusal of registration of Stock Broker in India. (12)
OR
Q.3. A. Discuss the features of Depository system in India. (12)
- Q.4. X. What is securitization? Explain the process of Securitization. (12)
OR
Q.4. A. Discuss the importance of securitization. (06)
B. Highlight the Players involved in securitization process. (06)
- Q.5. X. Marketing evolved through three development stages. Justify. (09)
Y. Write a short note on Service Marketing. (03)
OR
Q.5.A. What is marketing Mix? Explain the four P's of marketing mix. (12)