

VVM's Shree Damodar College of Commerce & Economics
SY BBA(FS), Semester IV, Semester End Assessment, Repeat October 2018
SUBJECT: Financial Services-II

Timing: 3 hours

Marks:60

Instructions:

- *Figures to the right indicate maximum marks.*
- *All Questions are Compulsory however internal choices are available.*

Q.1. Write Short Note on Any Four of the following:-

(4 x 3 = 12 marks)

- a. Merchant Banking.
- b. E - Broking.
- c. Securitization.
- d. Small and Medium Enterprises Rating Agency (SMERA).
- e. Market Segmentation.

Q.2. a. State and Explain the Functions of Merchant Banking.

(12 marks)

OR

x. Discuss any six Characteristics of Merchant Banking.

(6 marks)

y. Explain Merchant Banker. State and Explain the Categories of Merchant Bankers.

(6 marks)

Q.3.a. Discuss the Benefits of Depository System.

(12 marks)

OR

x. Explain any three types of Stock Brokers.

(6 marks)

y. State and Discuss the Eligibility and procedure of Registration for sub - Brokers.

(6 marks)

Q.4.a. State and explain the Benefits of Securitization.

(12 marks)

OR

x. Discuss the Importance of Credit Rating.

(6 marks)

y. State and Discuss the Mechanism of Securitization of Debt

(6 marks)

Q.5.a. Give six points of difference between Marketing and Selling.

(12 marks)

OR

x. Elaborate on any six types of Pricing Strategies.

(6 marks)

y. State and explain the Advantages of Market Segmentation.

(6 marks)
