

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics Margao Goa
S.Y.BBA (FS), Semester IV, End Semester Examination, April 2015

FINANCIAL SERVICES-II

Duration: 2 Hours

Max. Marks: 60

Instructions:

- *Figures to the right indicate maximum marks.*
- ***Q1 compulsory***
- *Answer **ANY four** questions from Q2 to Q6 of the following:-*

Q1. Write a short note on any five of the following: -

(5*4=20)

- a. Merchant banking in India
- b. SMERA
- c. Online Trading
- d. Importance of Credit Rating
- e. Securitization
- f. Segmentation

Q2.

- a. Define Stock Broking. **(02)**
- b. Discuss the steps in registration of a sub broker in India **(08)**

Q3.

- a. Explain the term "Asset Backed Securities". **(02)**
- b. Diagrammatically Explain the securitization process **(08)**

Q4.

- a. Explain the term "Positioning". **(02)**
- b. Discuss the pricing strategies adopted by the companies. **(08)**

Q5.

- a. What do you understand by the term "Mortgage Backed Securities" **(02)**
- b. Explain the functions of merchant bankers. **(08)**

Q6.

- a. Explain the term "Depository Participant" **(02)**
- b. Explain the seven P's of marketing mix. **(08)**