

Reg. No. : .....

D 582

Q.P. Code : [07 DMB – FS 71]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Financial Services

MARKETING OF FINANCIAL SERVICE

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Briefly explain the categories of financial product at present in India.
2. Explain the recent trends of micro and macro environment towards developing financial service.
3. Describe briefly the concept marketing as management function in the modern era.
4. Explain the nature and purpose of marketing information system.

5. What are the recent innovative developments in on-line-marketing?
6. Describe the types of promotional strategies exist in the marketing of financial products.
7. Discuss the requisites of governing financial service marketing.
8. Explain the role of personal selling in marketing mix.

Reg. No. : .....

D 583

Q.P. Code : [07 DMB-FS 72]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Financial Services

MUTUAL FUND AND MERCHANT BANKING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Define mutual fund and explain the advantages of mutual fund in India.
2. What is UTI? Explain the functions and objectives of UTI in industrial financing.
3. Trace the history and growth of mutual fund industry in India.
4. Define portfolio management and explain the functional role of portfolio manager.

5. What is merchant banking? Explain the functions of merchant banking.
6. Describe in detail of regulatory frame work of merchant banking?
7. Explain the role of merchant banking in approaching the worth full of projects.
8. Write brief note on NRI Marketing.

Reg. No. : .....

D 584

Q.P. Code : [07 DMB-FS 73]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Financial Services

LEGAL ASPECTS OF FINANCIAL SERVICES

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks

(5 × 20 = 100)

1. How the regulatory bodies govern the depository institutions and non depository institutions? Explain.
2. Explain the evolution and performance of mutual funds in current scenario.
3. Explain the benefits and limitations of risk management policy.
4. State the SEBI guidelines on merger, acquisition and takeover.

5. State and explain the objectives of financial services within and beyond the legal boundary.
6. What do you mean by conglomerate merger? What are its merits and demerits?
7. Write short note on :
  - (a) Credit rating
  - (b) Securitization
  - (c) Leasing
  - (d) Custodian service.
8. What is venture capital? Explain the venture capital investment process and methods.

Reg. No. : .....

D 585

Q.P. Code : [07 DMBFS 74]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Financial Services

MERGERS AND ACQUISITIONS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks

(5 × 20 = 100)

1. What is merger? Discuss how merger can take place in an organisation with suitable examples.
2. Explain different types of mergers and also explain the process of different types.
3. What do you mean by purchase consideration? State the different methods of calculation of purchase consideration.
4. What are financial instruments? Explain different types of financial instruments.

5. Explain the various forms of financing a merger.
6. Define corporate demerger. Differentiate between demerger and reconstruction.
7. Explain financial restructuring and mention SEBI guidelines for financial restructuring.
8. Write short note on:
  - (a) Sell off
  - (b) Spin-off
  - (c) Cross culture alliance
  - (d) Stock split.

Reg. No. : .....

D 586

Q.P. Code : [07 DMB-FS 75]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Financial Services

FINANCIAL INTERMEDIARIES FINANCIAL  
INSTITUTIONS AND REGULATIONS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain different types of financial intermediaries.
2. What do you mean by fund flow? How does flow of fund in Indian Economy guide economic development?
3. Explain any five capital market instruments with their relative merits and demerits.
4. Elucidate the impact of interest rates on financial markets.

5. How the banks are creating the credit? Explain.
6. How interest rate is calculated? Explain the rate of interest and trade cycle periods.
7. What is mutual fund? How will you measure the performance of mutual funds?
8. Explain any four non depository financial institutions roles as financial intermediaries.

Reg. No. : .....

D 587

Q.P. Code : [07 DMB – FS 76]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Financial Services

RISK AND INSURANCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the operation and uses of (RMIS) Risk Management Information System.
2. How Risk and Risk Mitigation is managed? Explain with a case.
3. Define Risk. Explain different types of Risks and the way to manage them.
4. What are various types of Risk Management? Illustrate with example.

5. Explain the essential features of life insurance contract.
6. Explain loss of stock and loss of profit policies under fire insurance.
7. Write short note on :
  - (a) Double insurance
  - (b) Premium
  - (c) Liability insurance
  - (d) Crop insurance.
8. Give a detailed account of claims management in life insurance.

D 588

Reg. No. : .....  
Q.P. Code : [07 DMB-FS 77]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Financial Services

TREASURY MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Write a detailed note on the functions of treasury management.
2. Elaborately explain the functions and role of integrated treasury.
3. "Money market is an important segment of Indian financial market". Do you agree? Explain.
4. Explain in detail the various money market instruments available in financial market.

5. Examine the factors to be considered while processing asset liability management.
6. How will you evaluate the effectiveness of liquidity management? Explain in detail.
7. Discuss the RBI guidelines relating to regulation and compliance of treasury function.
8. Discuss briefly the exchange rate mechanism of treasury.