

FS



Q. P. CODE: 07DMB-FS71

(For candidates admitted from 2007 onwards)

M. B. A. Degree Examinations, December-2009

Financial Services

Second Year

MARKETING OF FINANCIAL SERVICES

Time: 3 Hours

Maximum: 100 Marks

FIVE OUT OF EIGHT QUESTIONS TO BE ANSWERED

5X20=100

1. Narrate the ethical issues in Financial Services.
2. Explain the dimensions of customer care, service quality and service recovery.
3. Why internet has been used as a promotional tool in the current market scenario?
4. Enunciate the differences between Personal Selling and Sales Force Management with reference to financial services sector.
5. Explain why the reactions of customers, employees, and the competition must be considered when making pricing decision.
6. What are the principle ways in which banking regulation affects the pricing of bank products?
7. Draft the various segmentation strategies with examples.
8. Enumerate the categories of Financial Products with examples from each field.



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MUTUAL FUNDS AND MERCHANT BANKING

Time: 3 Hours

Maximum: 100 Marks

Answer any Five Questions (5 x 20 = 100 Marks)

1. Give an account of the various types of Mutual Funds available in the Indian Capital Market.
2. Distinguish between Treynor and Sharpe indices of Portfolio Performance. Which do you recommend? Why?
3. What are the UTI guidelines on Mutual funds?
4. Comment on the development and trends in Merchant Banking in India.
5. Explain the factors which have to be taken into account while pricing an issue.
6. Critically examine the regulatory framework for merchant bankers.
7. What is Project appraisal? Identify the various types of such appraisal carried out by merchant bankers.
8. Discuss the Post issue obligation of the Lead Merchant banker.

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

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M.B.A. DEGREE EXAMINATION, DECEMBER 2009.

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. What are the constituents of a financial system?
2. Explain the portfolio management process of a mutual fund.
3. Discuss the role of IRDA in the Indian insurance services sector.
4. Discuss the accounting methods for merger followed in India.

5. How do you appreciate the need for regulating the growth of venture capital funds in India?

6. Explain the different types of commercial bills. Outline the steps in discounting and purchasing of bills.

7. Discuss briefly the role played by various participants in lease finance services.

8. Explain in detail the various types of fund based and non-fund based financial services.

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Q.P. Code : [07 DMB-FS 74]

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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. Can amalgamation be dangerous to national economy?
2. Explain the various revival programme for restructuring of sick companies.
3. Explain the various reasons for amalgamation of companies.
4. Explain the different basis for determining the exchange ratio between the shares of the amalgamating company and the amalgamated company.

5. Explain the important provisions under the tax laws which may be of significance for the amalgamating and amalgamated company.
6. Discuss the various finding schemes of mergers and takeovers.
7. state the various accounting entries to be passed in the books of the vendor company in the event of its business being taken over by another company.
8. A Ltd, considering the acquisition of B Ltd. The following financial data are under:

Particulars	A Ltd	B Ltd
Net profit after tax (Rs. in lakhs)	30	6
Number of shares (in lakhs)	6	2.50
EPS (in Rs.)	5	2.40
Market price per share (in Rs.)	75	24
P/E ratio	15	10

Assuming that the net profit, after tax of the two companies would remain the same after amalgamation (i.e. it would be Rs. 36 lakhs), Explain the effect of EPS of the merged company under each of the following situations :

- (a) A Ltd. Offers to pay Rs. 30 per share to the shareholders of B Ltd.
 - (b) A Ltd. Offers to pay Rs. 40 per share to the shareholders of B Ltd.
- The amount in both cases is to be paid in the form of shares of A Ltd.
- Do you have any comments to offer?

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Q.P. Code : 107 DMB - FS 751

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M.B.A. DEGREE EXAMINATION, DECEMBER 2009.

Second Year

Financial Services

**FINANCIAL INTERMEDIARIES, FINANCIAL
INSTITUTIONS AND REGULATORS**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the supervisory process relating to banks and financial institutions in India.
2. State the various types of capital market instruments.
3. What do you mean by developed money market? What are the essential requirements of a developed money market?

4. State the powers of SEBI as regards imposition of penalties on different intermediaries for defaults.

5. What are the broad parameters of operational efficiency for mutual funds?

6. What is life insurance? Name some of the popular life insurance policies.

7. What are the general reasons for failure of bill market scheme in India?

8. Discuss briefly the special features of Indian treasury bills market.



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Financial Services

Second Year

RISK AND INSURANCE MANAGEMENT

Time: 3 Hours

Maximum: 100 Marks

Answer any Five Questions (5x20 = 100 Marks)
All Questions Carry Equal Marks

1. Describe briefly the five major Methods of handling Pure risk. Give an example of each method.
2. Explain the objectives of Risk Management programme both before and after a loss occurs.
3. Discuss the role and importance of insurance in the economic development of a country like India.
4. The business is exposed to numerous risks. Elaborate this.
5. Define premium. Explain the plan of premium computation.
6. What risks are generally covered and what risks are generally not covered in a fire insurance policy?
7. What are the powers and functions of IRDA?
8. Explain and illustrate the following:
 - a) Burglary Insurance
 - b) Fidelity guarantee Insurance
 - c) Cattle Insurance
 - d) Motor Insurance

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TREASURY MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.
(5 × 20 = 100 marks)

1. Explain the objectives and structure of Treasury.
2. Distinguish between cost centre and profit centre.
3. Discuss the features and scope for various money market instruments floated in India.
4. Discuss the structure of Indian Money Market.
5. Explain the different types of Exposure.

6. Explain the need for internal and external audit.

7. Explain the recent development in the Treasury operation.

8. Discuss the need for revaluation in Treasury operation.
