

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA Integrated - SEMESTER– IX EXAMINATION – WINTER 2021****Subject Code: 2597163****Date: 26/11/2021****Subject Name: Marketing of Financial services****Time: 10:30 AM to 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Explain the important functions of SEBI. **07**  
 (b) What are the objectives of credit rating? Are Indian credit ratings credible? **07**
- Q.2** (a) Write in detail latest guidelines of SEBI with regard to merchant bankers. **07**  
 (b) Explain the process of securitization **07**
- OR**
- (b) What are the factors affecting utilization of plastic money in India? **07**
- Q.3** (a) Explain the constitution and management of Mutual Funds. **07**  
 (b) What is Leasing? What are the advantages of leasing to Lessor and Lessee? **07**
- OR**
- Q.3** (a) Explain the guidelines for Venture Capital in India. **07**  
 (b) What is Factoring? Explain its different types and importance. **07**
- Q.4** (a) What do you mean by financial services? Discuss in detail drivers of change of financial services sector in expanding economic opportunity in India in the era of globalization. **07**  
 (b) What do you mean by dematerialization and dematerialization? State the corporate benefit made available by a demat account. What is the nomination procedure relating to demated securities? **07**
- OR**
- Q.4** (a) Discuss in detail concept, organization and management of mutual funds in India. Discussion detail NAV and pricing of mutual funds in India. Critically discuss current practices in mutual fund industry in India. **07**  
 (b) What do you mean by merchant banking? Discuss in detail origin, scope and advantage of merchant banking. What are the code of conduct observed by Indian merchant banker? **07**
- Q.5** (a) What is credit rating? Write short notes on: **07**  
 i. CRISIL  
 ii. ICRA  
 iii. CAR  
 (b) Distinguish Leasing from Higher Purchase. Discuss the various Tax aspects relating to Leasing. **07**
- OR**
- Q.5** (a) Discuss the procedure of Factoring. What are its prospects in India? **07**  
 (b) Classify Mutual Funds Schemes. Explain the relevance of each. **07**

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