

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA Integrated - SEMESTER– IX EXAMINATION – WINTER 2022

Subject Code: 2597163

Date:

16/12/2022

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 various Categories of financial products in India. 07
(b) Explain the various Classification of Financial Services. 07
- Q.2 (a) What do you mean by Mutual Fund? Explain the various type of Mutual fund in India. 07
(b) Explain the Concept, Nature and Scope of Financial Services in India. 07
- OR**
- (b) Explain the meaning of Merchant Banking with various type of it. 07
- Q.3 (a) Explain the important functions of SEBI. 07
(b) Explain the various Regulatory Frame Work of Financial Services. 07
- OR**
- Q.3 (a) What is Leasing? What are the advantages of leasing to Lessor and Lessee? 07
(b) Explain the guidelines for Venture Capital in India. 07
- Q.4 (a) Explain the new developments and trends in The financial services in India. 07
(b) What are the various Functions of Stock Broking Firms? 07
- OR**
- Q.4 (a) Explain the process of securitization. 07
(b) Explain the various micro and macro environmental that affect the financial Services. 07
- Q.5 (a) Explain the marketing research process in detail. 07
(b) What do you mean by Market segmentation? Explain the various bases for segmentation. 07
- OR**
- Q.5 (a) Discuss the procedure of Factoring. What are its prospects in India? 07
(b) What is credit rating? Write short notes on CRISIL and ICRA. 07
