

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA INTEGRATED-SEMESTER-IX-EXAMINATION-WINTER-2024**

**Subject Code: 2597163**

**Date: 27/11/2024**

**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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** (a) What are the objectives of credit rating? Are Indian credit ratings credible? **07**  
(b) What are the various regulatory bodies of Indian Financial Services? **07**
- Q.2** (a) What do mean by financial services? Describe the characteristics of financial services. **07**  
(b) Explain various distinctive aspects of service marketing. **07**
- OR**
- (b) Differentiate formal vs informal financial sectors. **07**
- Q.3** (a) What is Factoring? Explain its different types and importance. **07**  
(b) How have NBFCs contributed to the economic growth of the country. **07**
- OR**
- Q.3** (a) What do you mean by housing finance? Describe the role of housing and housing finance in Indian economy. **07**  
(b) What are the factors affecting utilization of plastic money in India? **07**
- Q.4** (a) 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**  
(b) Distinguish Leasing from Higher Purchase. Discuss the various Tax aspects relating to Leasing. **07**
- OR**
- Q.4** (a) Who we calculate the NAV of mutual fund. Explain with your own example. **07**  
(b) Define stock broking. Describe the bodies regulating the stock brooding firms. **07**
- Q.5** (a) What is credit rating? Write short notes on: **07**  
i. CRISIL  
ii. ICRA  
(b) Explain the guidelines for Venture Capital in India. **07**
- OR**
- Q.5** (a) Explain the seven steps in marketing research process. **07**  
(b) Write a note on SWP and SIP **07**

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