

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED - SEMESTER - IX EXAMINATION - WINTER 2025

Subject Code: 2597163

Date: 20-11-2025

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.**

	Marks
Q.1 (a) Explain the various regulatory bodies that govern the financial system.	07
(b) What are financial services? Describe the various institutions involved in providing financial services.	07
Q.2 (a) Compare and contrast the formal and informal financial sectors.	07
(b) Discuss the concept of inclusion and exclusion in the economy and how they operate.	07
OR	
(b) Examine the significance of housing finance in personal wealth creation and economic development.	07
Q.3 (a) Define merchant banking and analyze its key functions in financial inter mediation.	07
(b) Differentiate comprehensively between leasing and hire-purchase arrangements, highlighting their financial implications.	07
OR	
(a) Describe the stock broking process and its importance in securities trading.	07
(b) Explain securitization and describe the role and activities of Asset Reconstruction Companies (ARCs).	07
Q.4 (a) Define Non-Banking Financial Companies (NBFCs) and discuss the regulations governing them.	07
(b) Define private placement and outline the key guidelines governing it.	07
OR	
(a) Define venture capital and explain the process involved in venture capital financing.	07
(b) Write a note on Systematic Investment Plan (SIP), Systematic Transfer Plan (STP), and Systematic Withdrawal Plan (SWP).	07
Q.5 (a) What is cryptocurrency, and what are its key uses?	07
(b) Define mutual funds and explain the various types of mutual funds.	07

OR

- (a)** Analyze the current crowdfunding scenario in India. **07**
- (b)** Define banking and analyze the fundamental functions performed by banks. **07**
