5. What are the recent innovative developments in on-line-marketing?

6. Describe the types of promotional strategies exist in the marketing of financial products.

7. Discuss the requisites of governing financial service marketing.

8. Explain the role of personal selling in marketing mix.
M.B.A. DEGREE EXAMINATION, DECEMBER 2015.
Second Year
Financial Services
MUTUAL FUND AND MERCHANT BANKING

Time: Three hours  Maximum: 100 marks
Answer any FIVE questions.
All questions carry equal marks.

1. Define mutual fund and explain the advantages of mutual fund in India.
2. What is UTI? Explain the functions and objectives of UTI in industrial financing.
3. Trace the history and growth of mutual fund industry in India.
4. Define portfolio management and explain the functional role of portfolio manager.
5. What is merchant banking? Explain the functions of merchant banking.
6. Describe in detail of regulatory frame work of merchant banking?
7. Explain the role of merchant banking in approaching the worth full of projects.
8. Write brief note on NRI Marketing.
D 584
Q.P. Code: [07 DMB-FS 73]
(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2015.
Second Year
Financial Services
LEGAL ASPECTS OF FINANCIAL SERVICES

Time: Three hours  Maximum: 100 marks

Answer any FIVE questions.
All questions carry equal marks.
\(5 \times 20 = 100\)

1. How the regulatory bodies govern the depository institutions and non depository institutions? Explain.

2. Explain the evolution and performance of mutual funds in current scenario.

3. Explain the benefits and limitations of risk management policy.

4. State the SEBI guidelines on merger, acquisition and takeover.

5. State and explain the objectives of financial services within and beyond the legal boundary.

6. What do you mean by conglomerate merger? What are its merits and demerits?

7. Write short note on:
   (a) Credit rating
   (b) Securitization
   (c) Leasing
   (d) Custodian service.

8. What is venture capital? Explain the venture capital investment process and methods.
D 585
Q.P. Code : [07 DMBFS 74]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.
Second Year
Financial Services
MERGERS AND ACQUISITIONS

Time : Three hours   Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

\(5 \times 20 = 100\)

1. What is merger? Discuss how merger can take place in an organisation with suitable examples.

2. Explain different types of mergers and also explain the process of different types.

3. What do you mean by purchase consideration? State the different methods of calculation of purchase consideration.


5. Explain the various forms of financing a merger.


7. Explain financial restructuring and mention SEBI guidelines for financial restructuring.

8. Write short note on:
   (a) Sell off
   (b) Spin-off
   (c) Cross culture alliance
   (d) Stock split.
5. How the banks are creating the credit? Explain.

6. How interest rate is calculated? Explain the rate of interest and trade cycle periods.

7. What is mutual fund? How will you measure the performance of mutual funds?

8. Explain any four non depository financial institutions roles as financial intermediaries.

1. Explain different types of financial intermediaries.

2. What do you mean by fund flow? How does flow of fund in Indian Economy guide economic development?

3. Explain any five capital market instruments with their relative merits and demerits.

4. Elucidate the impact of interest rates on financial markets.
5. Explain the essential features of life insurance contract.

6. Explain loss of stock and loss of profit policies under fire insurance.

7. Write short note on:
   (a) Double insurance
   (b) Premium
   (c) Liability insurance
   (d) Crop insurance.

8. Give a detailed account of claims management in life insurance.
5. Examine the factors to be considered while processing asset liability management.

6. How will you evaluate the effectiveness of liquidity management? Explain in detail.

7. Discuss the RBI guidelines relating to regulation and compliance of treasury function.

8. Discuss briefly the exchange rate mechanism of treasury.

1. Write a detailed note on the functions of treasury management.

2. Elaborately explain the functions and role of integrated treasury.

3. “Money market is an important segment of Indian financial market”. Do you agree? Explain.

4. Explain in detail the various money market instruments available in financial market.