UPES

End Semester Examination, December 2023

Course: Marketing of Financial Services   Semester: V

Program: INT. BBA - MBA_FIN   Time: 03 hrs.

Course Code: FINC3050   Max. Marks: 100

Instructions:

SECTION A

10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Multiple Choice Questions:		
	1. Who promotes Venture Capital Funds of the specialized financial institutions? a) RBI b) State Government c) Central Government d) None	2	CO1
	2. Which of the following is not a fee-based financial service? a) Lease financing b) Profit Management c) Corporate Counselling d) Issue management	2	CO1
	3. In India, which company deals with the corpus of mutual funds? a) Trustee Company b) Asset Management company c) Sponsor Company d) Mutual Fund Company	2	CO1
	4. What is asset based service otherwise known as? a) Capital based b) Fund based c) Interest based d) Fee based	2	CO1
	5. Which one of the below acts as an intermediary to link up the sources of ideas and sources of funds? a) Leasing b)Venture Capital c) Hire Purchase d) Merchant banking	2	CO1
	6. In India, forfeiting is done by _____ bank. a) RBI b) Commercial bank c) EXIM Bank d) Foreign Bank.	2	CO1
	7. Generally mutual funds are of _____. a) High risk b) Risk free c) Low risk d) Any of the above.	2	CO1
	8. Samurai bonds are raised in _____. a) USA b) UK c) Japan d) India	2	CO1
	9. Credit Sales comes under which Sales of Goods Act:- a) 1920 b) 1930 c) 1972 d) 1980	2	CO1

	10. With _____ we rent and with _____ we buy the goods. a) Hire purchase, leasing b) Leasing, hire purchase c) Hire purchase, instalment d) Hire purchase, credit sales.	**2**	**CO1**
	SECTION B		
		4Qx5M= 20 Marks	
Q 2	Write short notes on:		
	a) Distinguish between micro and macro factors of marketing environment. b) Structure of SEBI c) BCG Matrix d) Marketing mix of financial services	**5** **5** **5** **5**	**CO2** **CO2** **CO2** **CO2**
	SECTION-C		
		3Qx10M=30 Marks	
Q 3	Answer the following questions:- a) Why does the financial services industry require marketing of financial services? Analyze the financial service industry in support of your answer.	**10**	**CO3**
	b) RBI acts as a regulating as well as a developmental authority. Analyze the statement and describe the functions of RBI.	**10**	**CO3**
	c) Analyze the loan syndication process. Give an example for this.	**10**	**CO3**
	SECTION-D (Any two)		
		2Qx15M= 30 Marks	

Q 4	a) Company A sells a machine to Company B for its fair value of Rs. 20,00,000 on January 1, 2018. The useful life of the machine is 7 years. The company A immediately leases the machine back for 5 years. The implicit rate is 7% and the incremental borrowing rate is 6%. The machine was recorded on Company A's books at Rs. 14, 00,000. The residual value at the end of 5 years is expected to be Rs.4, 00,000 and is not guaranteed.
	With reference to the above context answer the following:-
	   I. Describe the type of lease that is talked about here.
	  II. How is it different from other leases?
	 III. Distinguish between lease and hire purchase.
		15	**CO4**

	b) "Financial services are the foundation of a modern economy." Justify the statement by explaining some of the fund based and non-fund based the financial services, their features and uses.	**15**	**CO4**
	c) "PMS better prepares you to deal with the market adversity". Keeping the concerned statement in mind write in details the types, importance, and types of PMS.	**15**	**CO4**