

[A 12]

Page 1 of 1

**SARDAR PATEL UNIVERSITY**  
**B.B.A.[HONOURS][ITM] - VI<sup>th</sup> Semester**

**Wednesday, 6<sup>th</sup> April, 2016**

**Session: Morning Time: 10:30 A.M. TO 12:30 P.M.**

**Subject Code: UM06EBBI04**

**Subject: Management of Financial Services-II**

**Total Marks: 60**

Q.1. What is leasing? Briefly explain the various types of leasing. [15]

**OR**

Q.1. Write a note on: [15]

1. Venture capital
2. Merchant banking

Q.2. Discuss the advantages and disadvantages of a depository. [15]

**OR**

Q.2.[a] Explain the mechanism of forfaiting. [08]

[b] Distinguish between factoring and forfaiting. [07]

Q.3.[a] "Marketing of services differs from product marketing." Explain the statement focusing on the characteristics of service marketing. [08]

[b] Explain the basic strategies needed for marketing financial services. [07]

**OR**

Q.3. Explain the methods used for marketing financial services like banks, mutual funds and insurance products with appropriate examples. What challenges are faced by the financial service sector in marketing its products? [15]

Q.4.[a] What is internet banking? Discuss in detail its advantages and disadvantages. [15]

**OR**

Q.4.[a] Discuss the similarities and differences between traditional banking and online banking. [15]

-X-X-X-X-X-X-X-X-X-X-X-