

SEAT No. _____

[8]

SARDAR PATEL UNIVERSITY

TYBBA (ITM)(HONOURS) EXAMINATION

SEMESTER VI (CBCS)

FRIDAY, 07th APRIL

2017

10.00 am to 12.00 pm

UM06EBBI04: MANAGEMENT OF FINANCIAL SERVICES-II

Marks 60

- Q-1 What are mutual funds? Explain in brief Advantages and Disadvantages of it? 15
- OR
- Q-1(a) Give meaning of Merchant banking. Enlist and Explain functions of merchant banking 15
- Q-2(a) Explain the mechanism of Forfaiting services. 8
- Q-2(b) Write a note on Insurance as a financial service. 7
- OR
- Q-2(a) What are Depositories? What are benefits to the concerned parties? 10
- (b) Write a note on underwriting as a financial service. 5
- Q-3 What are features of service marketing? Give brief note on meeting global competition 15
- OR
- Q-3 List the promotional tools used for the marketing of the following financial services and explain in detail the strategies used by these services in practice (i) Banking service (b) Insurance (c) Housing Finance. 15
- Q-4 What is Internet banking? Discuss in detail the advantages and disadvantages of Internet banking 15
- OR
- Q-4(a) Differentiate between traditional banking and Internet banking 10
- (b) Write a note on Internet stock trading 5
