

SARDAR PATEL UNIVERSITY**T.Y.B.B.A. (ITM) – (4 Years Batch)****External Examination APRIL 2018****Semester VI****Day: Saturday****Date: 7TH APRIL, 2018****Session: Morning****Time: 10:00 A.M. TO 12:00 P.M.****Subject Code:**

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Subject Title: Management of Financial Services II**Total Marks: 60****Note:**

All the questions are compulsory.

Draw diagrams and cite examples wherever necessary.

Q. 1 What do you understand by the term "Leasing". Also Explain [15]
structure and types of it in detail.

OR

Q. 1 Explain the concept of mutual funds in detail. Also discuss types and [15]
importance of mutual funds.

Q.2 (a) Narrate the concept and importance of securitization in detail. [07]

(b) Write a detailed note on housing finance. [08]

OR

Q.2 (a) Explain the concept of factoring in detail. Also explain how it differs [07]
from forfeiting.

(b) Write short note on Insurance. [08]

Q. 3 (a) Explain service marketing. Also explain various features of services [08]
marketing.

(b) Discuss various Methods of service marketing. [07]

OR

Q. 3 Discuss various challenges and sources which created a change in [15]
financial services markets.

Q. 4 Discuss internet banking in detail. Also explain advantages and [15]
disadvantages of internet banking.

OR

Q. 4 Write detail note on Online stock trading. [15]