

Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

**MBA (2018 Batch) (Sem.-3)**  
**MANAGEMENT OF FINANCIAL SERVICES**  
Subject Code : MBA-912-18  
M.Code : 76897

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

**SECTION-A**

1. What is Venture Capital?
2. What is Rematerialization?
3. What is Merchant banking?
4. What is Bank assurance?
5. What is Hire purchase?
6. What is Securitization?
7. What is plastic money?
8. What is Financial Inclusion?

**SECTION-B**

**UNIT-I**

9. Explain some important financial sector reforms introduced in India.
10. What is the role of Asset Reconstruction Company?

**UNIT-II**

11. What is leasing? Explain its different types.
12. What is the importance of credit rating?

**UNIT-III**

13. What is factoring? Explain its types.
14. Explain the credit process followed by credit card organizations.

**UNIT-IV**

15. Write short notes on :
  - a) Credit risk
  - b) Operational risk
16. Explain various techniques of Asset liability management.

**SECTION-C****17. CASE STUDY**

Twins Emma and Emmett are excited to be starting college next year. Emma is leaving home behind and heading to college in Florida while her brother Emmett is going to live at home and attend a local university. Up until now, they have always used cash or gift cards received for holidays or birthdays to pay for their expenses. Any savings they had was in their piggy banks in their rooms. Now that college is almost here, they realize that cash may not be the best option.

**Questions :**

- a) Why is cash not always a good option?
- b) What should Emma consider when picking a bank? What about Emmett? Do they have different needs?
- c) Find the right combination of products and services, convenience and cost. What questions Emma and Emmett need to ask so that they can pick the right bank for each of their needs?

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**