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Question Paper Code : 7109628/04/18
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M.B.A. DEGREE EXAMINATION, APRIL/MAY 2018

Elective

BA 7022 – MERCHANT BANKING AND FINANCIAL SERVICES
(Regulations 2013)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions

PART – A

(10×2=20 Marks)

1. Write the difference between equity shares and preference shares.
2. Who is the merchant banker ?
3. Define : Underwriter.
4. What is "Green Shoe Option" ?
5. Define : Mutual Fund.
6. What do you mean by Portfolio Management ?
7. What is leasing ?
8. Define : Hire Purchase.
9. What is credit card ?
10. What is factoring ?

PART – B

(5×13=65 Marks)

11. a) Explain the various functions rendered by merchant bankers.
(OR)
b) Describe the guidelines of SEBI on merchant banking activities.
12. a) Briefly explain the role of merchant bankers in project counselling.
(OR)
b) Write a brief note on the role of merchant bankers in issue management and underwriting services.
13. a) Explain the various services covered in portfolio management services.
(OR)
b) Briefly explain the activities done under credit syndication.

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14. a) Explain various functions that are part of Merger and Acquisition services.

(OR)

b) List out and explain the different services provided in the regard of leasing. Explain with suitable examples.

15. a) List out and explain the recent development in venture capital financing.

(OR)

b) How factoring different from bill discounting ? Explain with examples.

PART – C
(Case Study)

(1×15=15 Marks)

16. Sachin was only 21 when he joined Palm Beach Resorts as a food and beverages (F&B) helper. She had just graduated from one of the premium catering colleges in the city. He was young, energetic and possessed a pleasant disposition.

Due to his experimenting nature he was not very successful with his F & B. However, when one of his managers tried him out in guest relations, he was an instant hit. From then on there was no looking back for him. He soon rose to the position of a Banquets Manager.

Even as a Banquets Manager he loved the Kitchen section. He felt like cooking. Many a times he went to the Kitchen of one of the Palm Beach Resort Restaurants and experimented. Many a times he was successful, or this is what the kitchen staff often told him. He was enjoying every bit his life. Unfortunately for his this was to be his glass ceiling. Due to a catering educational background not many in the Palm Beach Resorts Management thought that he could take up hardcore marketing assignments. Happy was unhappy. He felt stifled. His stagnation in position was making his feel truncated. He decided to go independent.

Over the years, being single, he had gathered enough money. Moreover, his father was a successful businessman and would love to fund any of his only daughter's ventures. Also being in guest relations, happy herself knew a lot of influential people.

On the other hand, Sachin was now 30. He had to seriously contemplate marriage due to parental pressures. He rise at Palm Beach Resorts was meteoric, which implied that he was not used to serious failure. Besides Sachin wondered what kind of a start-up could he design to suit his needs ?

Questions :

1. Should Sachin go independent ? Explain with valid arguments. (5)
2. Should Sachin follow his heart (F&B) or head (Guest relations) ? (5)
3. If Sachin decides to take up Guest relations what kind of a start-up do you suggest ? (5)