

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 3 – EXAMINATION – WINTER 2018

Subject Code: 3539222**Date: 10/12/2018****Subject Name: Management of Financial Services (MFS)****Time: 10:30 AM to 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q-1 Explain the following terms in brief. 14
1. Financial Inclusion.
 2. Custodial Services
 3. Forfaiting
 4. Stock Broking
 5. Asset securitization
 6. Micro Finance
 7. Money Market
- Q-2 (a) What is a financial system? Discuss the role of each of the constituents of the financial system. 07
- (b) Explain the process of Credit Rating. 07
- OR**
- (b) Explain the role of Recent Government scheme in housing finance. 07
- Q-3 (a) “Factoring is often referred as a method of short-term financing as well as a financial service that takes care of administration of receivables of a firm.” With respect to this statement explain how factoring operates? 07
- (b) Discuss General Insurance Services in detail with Innovative Insurance materialization. 07
- OR**
- Q-3 (a) Explain – Distinctiveness of Financial Services. 07
- (b) Describe in Detail Concept and types of Crowd-funding with relevant Examples. 07
- Q-4 (a) Discuss the importance and functions of Merchant Banking. 07
- (b) Describe the book building and reverse book building process in detail. 07
- OR**
- Q-4 (a) Elaborate Crypto Currency – A Virtual Currency. 07
- (b) Explain the types of Mutual Fund and “The Magic of SIP”. 07
- Q-5 ABC Pharmaceuticals, engaged in the manufacturing of basic drug for cough syrup, is a closely held Private Limited Company owned by Mr. Rajesh Kumar and his wife Mrs. Shanti Kumar. The company was started in 1995 with its headquarters in Ernakulam and factory at Kanchikode near Palakkad. Their products are sold to reputed pharmaceutical companies like Glaxo, Ranbaxy etc. The company could earn good profit during the past. Encouraged by the business result the company is now planning to establish its own drug manufacturing unit as an ancillary unit to Glaxo with an estimated investment of Rs.25 crore. The company wanted to go for public issue of shares to support their new venture. The Board had a discussion on this issue

and since they were not familiar with the formalities connected with public issue of shares, the Chairman advised the company secretary to place a detailed note on the formalities to be complied with for public issue of shares.

- (a) What are the eligibility norms for IPO? **07**
- (b) Which are the intermediaries involved in the IPO? **07**
- OR**
- (a) What are the steps involved in launching the IPO **07**
- (b) What are the post-issue activities? What are the norms for allocation of shares? How price is decided? How to handle oversubscription? **07**

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