**TU/ CODL**

**TEZPURUNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN), 2017**

**DIM 202: MARKETING OF FINANCIAL SERVICES**

Time: **3 Hours** Total Marks: **70**

*The figures in the right-hand margin indicate marks*

*for the individual question.*

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1. **State *True or False****.* **1x10=10**

1. Merchant banking is a fund based financial services.
2. Credits provided by the banks are recorded in the liabilities side of the banks’ balance sheet.
3. In India, Venture Capitalists do not subscribe to the equity shares of a company.
4. The scheme *PHIRA* is for urban areas.
5. In accordance with the SEBI guidelines, it is optional for a credit rating agency to appoint a Compliance Officer.
6. ICRA does not provide rating services for the healthcare sector.
7. In Forfaiting, there are two parties, viz., client and forfaitor.
8. Oriental Insurance Co.Ltd. is a life insurance company operating in India.
9. In India, merchant banker has to mandatorily register with SEBI.
10. The Hire Purchase Act was enacted by the Parliament in the year 1974.
11. **Fill in the blanks: 1x3=3**
12. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Bank was the first merchant bank established in India.
13. The two parties involved in a lease agreement are known as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**P. T. O.**

1. **Answer the following in one sentence. 1x2=2**
2. State briefly the meaning of consumer credit.
3. What is Reverse Mortgage Loan?
4. **Answer the following questions (any three) 5x3=15**
5. What is factoring?
6. Distinguish between financial and operating lease.
7. State the objective behind Government’s *Indira Awaas Yojana* scheme.
8. State briefly the functions of credit rating agencies.
9. Describe briefly the stock broking services provided in India.
10. **Answer the following questions (any four) 10x4=40**
11. Discuss the meaning of financial services. Differentiate between fund based and fee based financial services.
12. Describe the role of underwriters in capitalmarket.
13. What is hire purchase? Distinguish between hire purchase and instalment sale system.
14. Describe as to how Venture Capital augments the growth of an entrepreneur.
15. Critically analyse the role of NHB in India’s housing finance system.
16. Elaborate the SEBI guidelines for credit rating agencies’ business in India.

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