

5. Discuss 5 advantages of credit card to (a) credit card holders
(b) Merchants.
6. Mention Credit rating agencies in India. Discuss about anyone in brief.

SECTION - 'C'

Long Answer Type Questions 3×7=21

Note :- Attempt any three questions. Each question carries 7 marks.

7. What is Financial Inclusion? Discuss in detail about Deficiencies in Indian Banking System.
8. List any 4 types of General Insurance Policies. Discuss nature and benefits for any General Insurance Policy.
9. Mention the types of Securitization. Explain the advantages of Securitization.
10. Discuss in detail the mechanism of Factoring.
11. Write short notes on any two :-
 - (a) Role of AMFI.
 - (b) Benefits of Bill Discounting.
 - (c) Types of Leasing.
 - (d) Role of IRDA.

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B.B.A. Vth Semester Examination, 2013-14

Marketing & Financial Services

Paper - B-123

Time : 3 Hours] [Maximum Marks : 35

Note :- Attempt all questions.

SECTION - 'A'

Objective Type Questions

1×5=5

Note :- Attempt any five from the following :-

1. Choose the correct answer :

- (i) Example for NBFC is :
 - (a) LIC Housing Finance
 - (b) NABARD
 - (c) Shriram Finance...
 - (d) All of the above

(ii) IRDA is the regulator for :

- (a) Insurance companies
- (b) Banks
- (c) Mutual funds
- (d) None of the above

(iii) NAV in mutual funds means

- (a) Net average value
- (b) Net aggregate value
- (c) Net Asset value
- (d) None of the above

(iv) Credit rating AA (Double A) for debentures means :

- (a) Moderate safety
- (b) Inadequate safety
- (c) High risk
- (d) High safety

(v) Under Hire purchase, the hirer :

- (a) Is Owner of goods
- (b) Collects installments
- (c) Is seller of goods
- (d) None of the above

(vi) Under Hire purchase, the hirer

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- (a) Is Owner of goods
- (b) Collects installments
- (c) Is seller of goods
- (d) None of the above

(vii) ICRA has been promoted by :

- (a) National Housing Bank
- (b) ICICI
- (c) UTI
- (d) IFCI

(viii) National Housing Bank Act _____ (Year) :

- (a) 1986
- (b) 1987
- (c) 1988
- (d) 1956

SECTION - 'B'

Short Answer Type Questions **3×3=9**

Note :- Attempt any three questions. Each question carries 3 marks.

2. "Financial services are vital to any Financial System". Explain.
3. How are life Insurance Policies classified. Explain any one basis in brief.
4. Explain the factors considered by Venture capitalists for making investments.

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P.T.O.