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Roll No.

CC361

M.B.A. EXAMINATION, May 2019

(Third & Fourth Semester)

(Old Scheme) (Re-appear)

FM05

MANAGEMENT OF FINANCIAL SERVICES

Time : 3 Hours]

[Maximum Marks : 70

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

Unit I

1. What is NAV ? How NAV is calculated ?
Explain the factors affecting the growth of mutual fund in India. **14**

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2. Explain the various services provided by Merchant Bankers in present context of Indian economy. **14**

Unit II

3. Explain the factors affecting the selection of Life Insurance by insured. Also describe the difference between life insurance and medical insurance. **14**
4. Explain the following : **7 each**
- (a) Role of plastic money in digitised economy
 - (b) Factors affecting financial lease.

Unit III

5. What is the need of credit rating for investors and company ? Explain the factors affecting the credit rating of a company with example. **14**

6. What is the importance of venture capital in the developing country like India ? Explain the various determinants of growth of venture capital. **14**

Unit IV

7. Explain the factors affecting the pricing of insurance products. Also discuss the pricing elements/components of medical insurance. **14**
8. Take the example of any *one* financial service and discuss its segmentation and promotion aspect of marketing. **14**