Dr. Babasaheb Ambedkar Open University
Term End Examination July – 2018

Course	:	**PGDF**	**Date**	:	**20-07-18**
Subject Code	:	**PGDF-103**	**Time**	:	**03:00pm to 06:00pm**
Subject Name	:	**Financial Markets**	**Duration**	:	**03 Hours**
			Max. Marks	:	**70**

Section A

Answer the following (Attempt any three) **(30)**

1. Explain the functions of Money Market.
2. Explain the secondary market.
3. Explain the characteristics of financial services.
4. Describe marketing mix of financial services.
5. Discuss factors influencing consumers behavior in banking.

Section B

Answer the following (Attempt any four) **(20)**

1. What is the role of SEBI in capital market?
2. Write note on listing of security.
3. Explain pricing objectives.
4. What are the future challenges in bank marketing?
5. Write note on 'globalization and consumer orientation.'
6. What are the opportunities for growth of pension funds.

Section C

Part – A (Multiple Choice Questions) **(10)**

1 International diversification' ensures reduction of risk and_____the expected returns.

A Maximize B Minimize
C Normal D Both A and B

2 _____diversification reduces risk faster than domestic diversification.

A International B National
C Local D Vertical

3 Merger means takeover of companies by a _____company.

A foreign B Bigger
C Smaller D None of these

4 A service or product is of high quality if it meets the demands and expectations of the _____.

A Producer B Customer
C Government D Both A and B

5 _____are very often placing their hard earned money in bank and worrying factor for them.

A Depositors B Bankers
C Investors D None of these

6 Total _____consists of more than the monetary cost.

A producer cost B Customer cost
C Retailer cost D Market cost

7 What is the full form of CARE?

A Credit Analysis and Ratings Limited B Credit Analysis and Research Limited
C Credit Apply and Research Limited D Credit Apply and Ratings Limited

8 What is the full form of IPO?

A Initial public offerings B Initial public openings
C Indian public offerings D Indian public openings'

9 _____function provides an opportunity for investors to sell a financial instrument.

A Market B Liquidity
C Money D Individual

10 The use of a stable, widely accepted medium of exchange reduces the costs of _____.

A Transactions B Money
C company D Individual

Part – B (Do as Directed) (10)

1 List out money market instruments.
2 What is the full form of CBLO?
3 What is an IPO?
4 Give any two functions of SEBI.
5 List out any three credit rating agency in India.
6 How many types of markets are there?
7 What is mutual funds?
8 What is factoring?
9 Give the definition of service.
10 Give full form of 4P's of marketing?