

Dr. BabasahebAmbedkar Open University
Term End Examination January – 2019

Course	: PGDF	Date	: 16/02/2019
Subject Code	: PGDF-104	Time	: 03:00pm to 06:00pm
Subject Name	: Management for Financial Services	Duration	: 03 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three) (30)

1. What are financial services? Explain various types of financial services
2. What is Lease? Explain many types of lease agreements
3. Write a note on money market instruments
4. Explain Classification of financial market in detail
5. Explain the product life cycle in detail

Section B

Answer the following (Attempt any four) (20)

1. State the difference between Services and Physical Goods
2. What are the majors factors influencing buyer behavior?
3. Write a short note on Underwriting
4. Explain Marketing mix of financial services in brief
5. Explain merchant banker in brief
6. Discuss the types of Debenture

Section C

Part – A (Multiple Choice Questions) (10)

- 1 Which is not part of asset management companies?
A Teacher B Banker
C fund manager D merchant banker
- 2 Marketing of financial sector is required to spread:
A Awareness B Information
C Knowledge D All of these
- 3 A consumer's family helps in shaping individual:
A Attitudes B Behaviors
C Both a and b D Neither a nor b
- 4 NPD stand for
A New proposal development B New product development
C Next product development D Next proposal development
- 5 Financial instruments are categorized as
A Money market instruments B Capital market instruments
C Both a and b D Neither a nor b

- 6 Venture capital is related to _____
 A Short term investment B Debenture investment
 C Preference investment D Equity investment
- 7 The primary market is also known as:
 A Money market B Stock market
 C New issue market D Electronic trading market
- 8 The user of financial services can be
 A University B Offices
 C Mutual fund companies D All of above
- 9 Equity shareholders are also called as _____ of the company
 A Employee B Owner
 C Director D Debtors
- 10 Which of the following debt securities are issued by government
 A Zero coupon bond B Coupon bearing bond
 C Treasury bill D All of these

Part – B (Do as Directed)

(10)

State whether the following statements are true or false

- 1 Chequebook is a part of banking technology
- 2 New service development is a part of market research
- 3 Organizations study past consumer behaviors' to determine current sales
- 4 Idea generation is the systematic search for new-product ideas
- 5 Capital market is a short term financial market
- 6 Trading of Securities or shares or stock on stock exchanges is called the Secondary market
- 7 SEBI Stand for security exit board of India
- 8 Internet banking is part of banking technology
- 9 Minimum net worth requirement for various financial service firms is fixed by SBI
- 10 Commercial paper is a money market instrument