

B.COM (B & I) Sem.Vth (CBSGS) 75/25 APRIL -2016  
 TIME-03PM. TO 5.30 PM.

SR. NO.	DATE	SUBJECT	SEAT NO.	NO.OF STUDENT ALLOWETED	BLOCK.N O.
✓ 1	01/04/2016	MKT. IN B. & INS.	1110484 TO 1110605	26	202
✓ 2	04/04/2016	FIN. SERVICES MGT.	1110481 TO 1110605	63	302 to 305
✓ 3	05/04/2015	International Business B.&I ✓	1110481 TO 1110605	62	202 to 203
✓ 4	06/04/2016	FIN REPORTING & ANALYSIS ✓	1110481 TO 1110605	38	302
✓ 5	07/04/2016	Security Analysis & Port. Mgt. ✓	1110479 TO 1110604	26	202
✓ 6	11/04/2016	Auditing ✓	1110494 TO 1110599	11	202

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MKT IN B. & INS

01/04/2016

Suening

QP Code : 26351

(2 ½ Hours)

[ Total Marks : 75

- N.B. : (1) All questions are compulsory  
(2) Figures to the right indicate full marks.

1. (a) What is marketing? Explain the scope of marketing. 8  
(b) Define Services and explain the major characteristics of services. 7
- OR**
1. (a) Explain the Marketing Mix in Insurance sector with examples. 8  
(b) Explain the marketing strategies used in the Banking sector. Discuss Bank Marketing in Indian Environment. 7
2. (a) Define Marketing Channel. How can we efficiently manage channel intermediaries? 8  
(b) What is Marketing Research? Explain the limitations of marketing research. 7
- OR**
2. (a) Explain (i) Product Research (ii) Sales Research. 8  
(b) Explain the consumer buying behaviour. Elaborate on the types of buying behaviour. 7
3. (a) Discuss the importance of Personnel in services. 8  
(b) Explain the GAP Model of Service Quality with a diagram. 7
- OR**
3. (a) Explain Branding. How can we create a strong service brand? Explain with examples from the Banking and Insurance sector. 8  
(b) Define IMC. Elaborate on the components of IMC. 7
4. (a) What are the factors contributing to the growth of rural markets? 8  
(b) Discuss the problems in connection to rural marketing in India. 7
- OR**
4. (a) Define Marketing. State and explain the marketing challenges in the 21st Century. 8  
(b) What is E- Commerce? Explain the advantages and limitations of E-Commerce. 7
- 5 Write short notes (any **three**) of the following :- 15  
(a) Consumer Research  
(b) Brand Loyalty  
(c) Goods v/s Services  
(d) Ethics in Marketing  
(e) Internet Banking.

TYBBI

04/04/2016

Fin. Service MNT.

QP Code : 26354

Evening

(2½ Hours)

[ Total Marks : 75

- N. B. : (1) All questions are compulsory.  
(2) Figures to right indicate full marks.

1. Explain the following terms (any five) :- 15
- (a) Leasing
  - (b) Factoring
  - (c) Securitisation
  - (d) Depository
  - (e) Forward contract
  - (f) Discounting
  - (g) Hypothecation
2. (a) Differentiate between fund based and non-fund based financial services. 8  
(b) Describe the qualities required by merchant bankers in India. 7
- OR
- (c) Explain in detail various types of leasing. 8  
(d) Discuss the features and advantages of hire purchase business. 7
3. (a) Explain the following types of factoring in detail. 8
- (i) With recourse factoring
  - (ii) Export factoring
  - (iii) Maturity factoring
  - (iv) Full service factoring
- (b) Discuss the various services rendered by factor. 7
- OR
- (c) Explain the various types of mutual fund. 8  
(d) Write an explanatory note on Forfeiting. 7
4. (a) Examine the role of merchant bankers in securitisation. 8  
(b) Define 'options' and state its types. 7
- OR
- (c) Highlight the distinguish between securitisation and factoring. 8  
(d) Define 'future contract' and state its features in brief. 7
5. (a) Discuss the features of depository system. 8  
(b) Explain in detail the centralised treasury management. 7
- OR
- (c) Define 'Credit Rating' concept and state the functions of credit rating agency. 8  
(d) Describe the procedure of pledge. 7

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3 to 30

Date: 5/4/2016

QP Code : 26357

**International Business BdI**

(2½ Hours)

[ Total Marks : 75

- N. B. :** (1) All questions are compulsory.  
(2) Figures to the right indicate full marks.

1. (a) Discuss the important events in International Banking. 8  
(b) Explain the salient features of Bretton Woods Agreement. 7  
**OR**  
(c) What is Letter of Credit? Explain its types. 8  
(d) Explain the functions of International Banking. 7
2. (a) What do you mean by Global Depository Receipt? Discuss the steps and parties involved in issue of global depository receipt. 8  
(b) Explain in detail the concept of Asset Liability Management in banks. 7  
**OR**  
(c) Distinguish between FDI and FPI. 8  
(d) What are the various instruments available for raising short term and long term finance in international market. 7
3. (a) Describe in detail the loan Syndication procedure in India. 8  
(b) What is Eurocurrency Market? Discuss in detail the factors responsible for the growth of eurocurrency market. 7  
**OR**  
(c) Explain the different types of risk involved in International Lending. 8  
(d) What do you mean by Eurobond? Discuss the types of Eurobonds. 7
4. (a) What is Global Financial Architecture? Discuss the various issues relating to Global Financial Architecture. 8  
(b) Explain the term Foreign Exchange Risk. Bring out the various measures to mitigate those risks. 7

**OR**

- (c) Calculate the rate of following currencies against Indian Rupee :- 8

	BID	OFFER
1USD INR	60.15	60.16
1GBP USD	1.6500	1.6600
1EUR USD	1.3680	1.3700
1USD JPY	103.9000	103.9300
1USD CHF	0.8800	0.8900

[ TURN OVER

(d) Calculate the forward rate from the following information :-

7

Interbank spot Dollar Rupee Rate is

1USD = Rs. 60.6000/60.9000

Dollar to Rupee	Swap Points
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1 month	1100/1000
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2 months	1300/1200
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3 months	1500/1400
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4 months	1600/1700
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5. Write short notes on any three out of five :-

15

(a) RTGS

(b) Forward Exchange Contract

(c) Capital Adequacy Ratio

(d) Speculation & Hedging

(e) Post Shipment Credit

