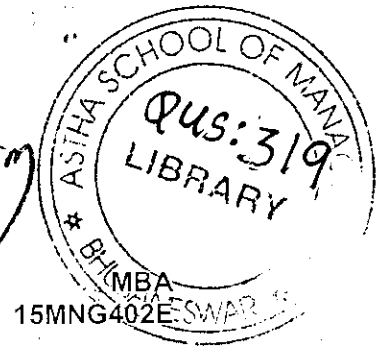


Registration No :

9
Specialization = Operation

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Total Number of Pages : 02

4th Semester Regular Examination 2017-18
MANAGEMENT OF SERVICE OPERATIONS (MSO)
BRANCH : MBA
Time : 3 Hours
Max Marks : 100
Q.CODE : C190

Answer Question No.1 and 2 which are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

Q1 Fill in the Blanks :

(2 x 10)

- a) The key difference between service firms and manufacturers is theof their output.
- b)is a business practice in which a company hires another company or an individual to perform tasks, handle operations or provide services that are either usually executed or had previously been done by the company's own employees.
- c)refers to the management of a company's resources employed at or en route to the property of clients, rather than on company property.
- d)is a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation.
- e)is defined as a bundle of goods and services that is provided in some environment. This bundle consists of five features - Supporting Facility, Facilitating Goods, Information, Explicit Services and Implicit Services. Deviations from this, often destroy the image of the company.
- f)are statistical methods, or sometimes called robust design methods, developed by Genichi Taguchi to improve the quality of manufactured goods, and more recently also applied to engineering, biotechnology, marketing and advertising.
- g) Ais any mechanism in a lean manufacturing process that helps an equipment operator avoid (yokeru) mistakes (poka). Its purpose is to eliminate product defects by preventing, correcting, or drawing attention to human errors as they occur.
- h)is a structured approach to defining customer needs or requirements and translating them into specific plans to produce products to meet those needs.
- i) A measurement of the quality of an organization's policies, products, programs, strategies, etc., and their comparison with standard measurements, or similar measurements of its peers is called.....
- j) A statistician who went to Japan to help with the census after World War II, and also taught statistical process control to leaders of prominent Japanese businesses. His message was: By improving quality, companies will decrease expenses as well as increase productivity and market share. The great statistician was.....

OR



(2 x 10)

- Q2 Short answer type question :
- a) Briefly explain what do you understand by customer value creation.
 - b) What is SERVQUAL?
 - c) Define Benchmarking.
 - d) What are the distinctive characteristics of Service Operations?
 - e) What do you mean by Outsourcing?
 - f) Define the term CRM.
 - g) How do you enhance Customer Satisfaction?
 - h) Give few example of Field Service Organisation.
 - i) What do you understand by Inventory Management in Field Service?
 - j) Define Service Quality.
- Q3 Delineate how pure service organisations are different and what are their peculiarities? (15)
- Q4 Define field service management and explain how it impacts manufacturing organisation? (15)
- Q5 What are competitive service strategies? What strategies will help you win customers for your organisation in the market place? (15)
- Q6 How do you evaluate effectiveness of a service? What are the ways one can measure service quality? (15)
- Q7 How creating customer connection will help in enhancing customer satisfaction? (15)
- Q8 Explain how service objectives and goal formulation will help in understanding competitive environment of services? (15)

8 MKT



Registration No : [] [] [] [] [] [] [] [] [] []

Total Number of Pages : 02

4th Semester Regular / Back Examination 2017-18
CONSUMER BEHAVIOUR (CB)
BRANCH : MBA
Time : 3 Hours
Max Marks : 100
Q.CODE : C260

15MNG403A

Answer Question No.1 and 2 which is compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

- Q1. Fill in the blanks :** (2 x 10)
- a) Distributive Approach explains consumer behavior as -----
 - b) With time and environmental changes----- don't change
 - c) Cue is -----stimulus
 - d) Elderly parents with dependent College-going children belong to----- stage of Family Life Cycle.
 - e) Perception below the Absolute Threshold is known as-----
 - f) AIO stand for -----
 - g) Cognition part of Tri-component Model stands for-----
 - h) Rational Motive stands for-----
 - i) Symbolic Stimuli indicate stimuli obtained from -----
 - j) Black Box stand for -----
- Q2. Answer the following questions :** (2X10)
- a) What is Reality?
 - b) What is CCU?
 - c) What is meant by R-R Relationship?
 - d) What is understood by Subculture?
 - e) What is understood by Social Display?
 - f) Who is an Influencer?
 - g) What is meant by Gestalt?
 - h) Who is a Solitary Survivor in Consumer Behavior Study?
 - i) What is meant by Diffusion of Innovation?
 - j) What are the elements of Psychoanalytic Theory?
- Q3. Analyze the role of Family Life Cycle and justify why it is absolutely necessary to the study of consumer behavior. Exemplify your answer.** (15)
- Q4. What is the role of Social Media in shaping consumer behavior today? Critically examine your answer with example.** (15)
- Q5. How does Consumer Decision Process Approach explain Consumer Behavior? Use a shopping good as your example to justify the approach.** (15)

21.2.2024
Q6.1E

Q6.1E What are Cognitive Theory and Gestalt Theory? Give an analytic answer justifying their similarities. (15)

Q7. What is Attitude? How does it affect Consumer Behavior? Explain with example by using any Attitude Model. (15)

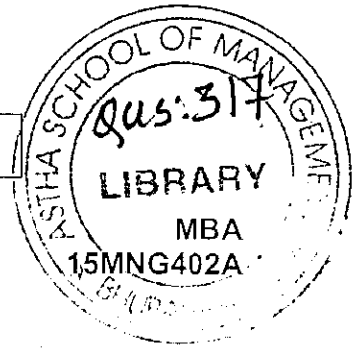
Q8. Answer any TWO : (7½ x 2)

- a) Perception
- b) Nicosia Model
- c) The Indian Yuppy and Consumer Behavior
- d) Behavior

Registration No :

7 MKT

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Total Number of Pages : 02

4th Semester Regular / Back Examination 2017-18
RETAIL MARKETING (RM)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : C186

Answer Question No.1 and 2 which are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

Q1 Fill in the Blanks :

(2 x 10)

- A retail format that consists of multiple retail units under common ownership with centralized decision making is called -----.
- A non-store retail format in which merchandise is stored in machine and dispensed to the customer on deposit of cash or credit card is called -----.
- When a retailer buys a product not because of any prior planning but due to a sudden urge to purchase- such type of buying is known as -----.
- A type of retail location where there are no other retail outlets in the vicinity of the store and the store depends on its own pulling power is called ----- location.
- According to the Central Place Theory a store will earn profit only if its range is larger than its -----.
- A large well known retail store located in a shopping centre serving as an attraction and draws customers to the shopping centre is known as-----.
- A type of merchandise which generates high sales only for a short period of time and then more or less fades away is known as----merchandise
- is a diagrammatic presentation depicting the placement of merchandise in the store.
- Those brands which are designed and developed by wholesalers and retailers are called-----.
- is the art of presentation and display which brings the merchandise into focus and creates a desire and augment the shopping process.

Q2 Answer the following questions briefly :

(2 x 10)

- What do you mean by Life time value of a customer?
- What is scrambled merchandising
- What do you mean by leased department format of retailing?
- What is cross merchandising?
- What do you understand by Central Business District?
- What is retail atmospherics?
- Distinguish between At-the-market orientation and upscale orientation in retail pricing?
- What is Loss leader pricing?
- What is Point-of-purchase (POP) display?
- What do you mean by pedestrian traffic?

- Q3 Define merchandise management? Explain the steps involved in merchandising planning and implementation. (15)
- Q4 Explain the importance of branding in retail marketing strategy? Discuss various branding strategies and as a retailer how would you create brand value in order to gain competitive advantage. (15)
- Q5 What is the relevance of store layout planning for a retail unit? Discuss various types of retail store layout. (15)
- Q6 Enumerate the reasons for the growth of retailing in India. Discuss the challenges faced by the retailers due to the changing behavior of retail consumers. (15)
- Q7 Distinguish between franchising and chain store format of retailing. Explain the advantages and disadvantages of each one of them. (15)
- Q8 Why location decision of a retail store is so important? Discuss different types of retail location with their advantages and disadvantages. (15)

HR

(6)



Registration No :

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Total Number of Pages : 02

MBA
15MNG402C

4th Semester Regular / Back Examination 2017-18
PERFORMANCE MANAGEMENT (PM)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : C188

Answer Part-A which is compulsory and any four from Part-B.
The figures in the right hand margin indicate marks.

Part – A (Answer all the questions)

- Q1. Answer the following questions : *multiple type or dash fill up type* : (2 x 10)
- a) Performance management is viewed as a process carried out as a(n) :
 - (1) once-a-year task
 - (2) twice a year activity
 - (3) ongoing process or cycle
 - (4) none of the above
 - b) An aim of performance appraisal is to :
 - (1) fire employee
 - (2) motivate employee
 - (3) counsel employee
 - (4) hire employee
 - c) A company's HR team is responsible for :
 - (1) training of supervisors
 - (2) monitor appraisal system affectivity
 - (3) training employees
 - (4) all of above
 - d) Job evaluation is a technique adopted for determining the _____ of the job :
 - (1) internal worth
 - (2) external worth
 - (3) both internal and external worth
 - (4) none,of the above
 - e) An evaluation process of employee's performance, in comparison to set standards is called :
 - (1) performance appraisal
 - (2) compensation
 - (3) counseling
 - (4) design of evaluation
 - f) Basic approach in employee's performance compares with their current performance to
 - (1) set standards
 - (2) performance in previous years
 - (3) performance in last job
 - (4) none of above
 - g) The 360 degree performance feedback involves the evaluation of the employees by :
 - (1) HR managers
 - (2) employees
 - (3) supervisors
 - (4) all who are directly involved with the appraise
 - h) An equal rating of all employees such as 'good' is called :
 - (1) lenient tendency
 - (2) strict tendency
 - (3) biasing tendency
 - (4) central tendency

- i) An advantage of Management by Objectives (MBO) is :
- (1) avoids central tendency and biases
 - (2) jointly agreed performance objectives
 - (3) provides behavioural anchors
 - (4) ongoing basis evaluation
- j) The evaluation method that requires the supervisors to keep a written record of positive and negative work related actions of the employees is called :
- (1) Critical incident method
 - (2) Essay method
 - (3) work standard method
 - (4) Field review method

Q2. Answer the following questions : Short answer type : (2 x 10)

- a) Why it is essential to measure the performance of an employee ?
- b) List out the problems of performance appraisal.
- c) What does performance planning mean ?
- d) What are main HR actions subsequent to performance appraisal ?
- e) What is meant by Competency ?
- f) What are the merits and demerits of 360 degree appraisal ?
- g) What is Employee reward system ?
- h) What is reward management ?
- i) Cite few reasons why performance appraisal fails.
- j) Define an assessment centre.

Part – B (Answer any four questions)

- Q3.** Explain the concept of performance management system and how does it differ from performance appraisal (15)
- Q4.** Discuss the financial and non financial rewards in motivating modern employees. Explain the advantages and disadvantages of linking compensation with performance (15)
- Q5.** What are the different methods of performance appraisal? Elaborate in detail "Management by Objectives" (15)
- Q6.** Performance appraisal is a systematic way of judging the relative importance of an employee in performing his/ her task. Justify the statement. What is 360 degree appraisal (15)
- Q7.** Performance appraisal has been affected by different types of rating errors. What are these errors which are usually encountered in the process of Performance appraisal, Explain (15)
- Q8.** What do you mean by reward management ? What are the major objectives and importance of reward management ? (15)

Registration No :

5
Specialization - IR

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Total Number of Pages : 02



MBA
15MNG403C

4th Semester Regular / Back Examination, 2017-18
INDUSTRIAL RELATIONS (IR)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : C262

Answer Question No. 1 and 2 which are compulsory and any Four from the rest.
The figures in the right hand margin indicate marks.

(2 x 10)

Q1.

Answer the following questions :

- a) Employees join unions to fulfil their _____ needs.
1. Social
 2. Esteem
 3. Economic
 4. All of the above
- b) What is meant by the term 'union density'?
1. The total number of workers who are union members.
 2. The proportion of workers who are union members.
 3. The proportion of workers who are not members of a trade union.
 4. The number of workers whose pay is set by collective bargaining
- c) Which of the following is not an approach to industrial relations?
1. Unitary approach
 2. Pluralistic approach
 3. Marxist approach
 4. Employee's approach
- d) The _____ participating in collective bargaining process must be strong democratic and enlightened.
1. Employers
 2. Officials
 3. Union
 4. Employee
- e) Pluralistic approach perceives _____ as legitimate representative of employee interests
1. Trade unions
 2. Management
 3. Board of Directors
 4. None of the above
- f) Under which of the following legislations there is a provision called 'protected workmen'?
1. Trade Unions Act, 1926
 2. Industrial Employment
 3. Factories Act, 1948
 4. Industrial Disputes Act, 1947
- g) Which one of the following is not machinery for settlement of Industrial Disputes under the Industrial Disputes Act, 1947?
1. Conciliation Officer
 2. Board of Conciliation
 3. Collective Bargaining
 4. Labour Court
- h) Which of the following is an illegal industrial action as per law?
1. Mutual Insurance
 2. Collective Bargaining
 3. Lock out
 4. Gherao
- i) Trade union means any combination formed primarily for the purpose of regulating the relations between
1. Workmen and employers permanently
 2. Workmen and workmen permanently
 3. Workmen and employers, workmen and workmen, employers and employers temporary or permanent
 4. Workmen and employers, workmen and workmen, employers and employers permanently

- j) The first stage of conflict resolution is to :
1. Choose a solution
 2. Define the problem
 3. Analyze the problem
 4. think through possible solutions

Q2. Answer the following questions :

- a) What does Industrial relation signify (2 x 10)
- b) Define a trade union
- c) "Effective Discipline can have a positive effect on the productivity of employees" Discuss.
- d) What is Code of discipline
- e) List any four-trade unions of national level in India.
- f) What does lay-off and lock out mean
- g) What is meant by tripartism
- h) Is it possible for any two or more registered Trade unions to amalgamate? If so, how?
- i) Define arbitration
- j) Enlist the main structure and function of ILO

Q3. Do you think trade unions are necessary for employees? Critically analyse the purpose, functions and methods of operations of trade unions in India. (15)

Q4. What are the various causes and consequences of Industrial disputes? Discuss the machinery for prevention and settlement of industrial disputes. (15)

Q5. How poor industrial Relations bring Industrial Unrest .Comment. Who are the different Parties to Industrial Relations? Explain Cooperation and Conflict in IR. (15)

Q6. "Is Collective Bargaining superior to other methods of settling Industrial Disputes? Suggest measures for making collective bargaining effective? Explain negotiation skills in Collective Bargaining? (15)

Q7. Discus various types of strikes and methods of prevention to avoid Industrial disputes. When can a strike be termed illegal ? (15)

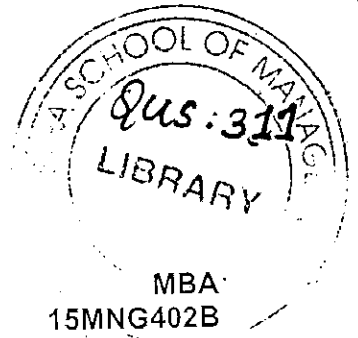
Q8. Define the term "Workers participation in Management? Explain the different levels of participation. (15)

(4)

Specialization - FM

Registration No :

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Total Number of Pages : 02

4th Semester Regular / Back Examination 2017-18
STRATEGIC FINANCIAL MANAGEMENT (SFM)
BRANCH : MBA
Time : 3 Hours
Max Marks : 100
Q.CODE : C187

Answer Question No.1 and 2 which are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

Q1 Fill in the Blanks :

(2 x 10)

- _____ involves cutting back activities away from niche or peripheral markets.
- _____ is a strategy of moving into new activities in which the organization has limited or no experience.
- _____ represent a hybrid investments in the sense that it combines the features of both equity and debt.
- _____ is the ratio of market value of a company's equity to book value of the same company's equity.
- _____ immunization is the construction of a bond portfolio such that it will have a minimum return regardless of interest rate changes.
- _____ are employees severance arrangements that are triggered whenever a change in control takes place.
- _____ is an alternative corporate business form that gives the benefits of limited liability of a company and the flexibility of a partnership.
- A _____ by far the most common divestitures (and usually refer to as divestitures), is the sale of one or more company units to another company.
- Mergers and Acquisitions are regulated under the laws in India which are _____ and _____
- A unique type of merger called a _____ is used as a way of going public without the expense and time required by an IPO.

Q2 Answer the following questions (write short notes) :

(2 x 10)

- Financial policy
- Yield to maturity
- Price-earnings ratio
- Reverse merger
- Corporate take overs
- Market to book value
- Targeted stock offerings
- Bond immunization
- Dividend capitalization model for stock valuation
- Corporate Strategy

- Q3 Explain the conceptual framework of strategic financial management. What are the different approaches for wealth maximization of all stakeholders ? (15)
- Q4 ESAR Enterprises engaged in the business of Ship breaking have issued a bond with following features : (15)
Face value : Rs.100
Coupon rate : 12%
Periodicity of coupon : Annual
Time remaining for maturity : 6 years
Redemption value :Rs. 110
Current market price : Rs.120
- a) What is the current yield of the bond ?
b) If an investor buys the bond today and holds it till maturity, what returns would he realize?
c) Assuming that the yield in the market has fallen to 8%, what impact on price of the bond you see? Work out the price of the bond after two years assuming that yield remains at 8%.
- Q5 What is due diligence in the context of corporate restructuring ? List and explain the various types of due diligence. (15)
- Q6 Define the term 'Restructuring' List and elaborate on the various reasons/motives behind corporate restructuring. (15)
- Q7 List and explain the various methods used for financial evaluation of target firm with respect to mergers and acquisitions. (15)
- Q8 Write Short Notes any TWO : (7½ x 2)
a) Spin off and sell off
b) Major causes of M&A failures
c) Downsizing and lay off program.

(3)
Core - Paper

Registration No :

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Total Number of Pages : 02



4th Semester Regular Examination 2017-18
LEADERSHIP & TEAM BUILDING (LTB)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : C308

Answer Question No.1 and 2 which are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

- Q1.** Answer all questions. Fill in the blanks with appropriate answer : (2 x 10)
- a) Involving the subordinates in the decision making process is _____ kind of leadership.
 - b) High emotional competency is required for _____ kind of leadership.
 - c) N.R.Narayan Murty is a _____ kind of leader with reference to leadership styles.
 - d) _____ is an element in the trait theory of leadership which is related with forefathers of a person.
 - e) _____ proposed a model for team development.
 - f) Path Goal theory is proposed by _____.
 - g) Managerial Grid is Devised by _____ and Muton.
 - h) Intelligence of a leader is measured by _____ and Emotion of a leader is measured by EQ.
 - i) Likert's four styles of leadership are exploitative-autocratic, benevolent – autocratic, _____ and participative
 - j) The four dimensions to emotional intelligence are knowing self, regulating self, _____ and managing others emotion.
- Q2.** Answer briefly the following questions : (2 x 10)
- a) What is value based leadership?
 - b) What are the leadership styles?
 - c) Who is a transactional leader?
 - d) Differentiate group and team.
 - e) How team effectiveness is evaluated?
 - f) What are the components of team building?
 - g) Outline the basic qualities of a visionary leader.
 - h) Outline different types of team.
 - i) Distinguish Leader and Manager.
 - j) What is the purpose of teams?
- Q3.** What are the types of leadership? Explain briefly the Trait Theory of Leadership. (15)
- Q4.** What is Emotional Quotient? Describe The concept and significance of emotional intelligence for leaders. (15)

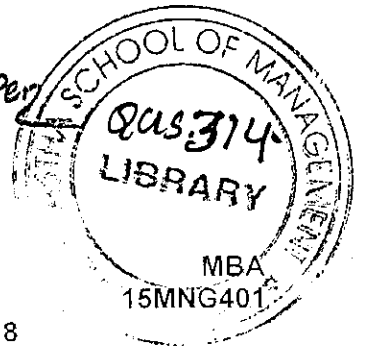
Leadership

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- Q5. Discuss Ginnett's Team Model. Outline the phases of team development. (15)
- Q6. Explain the concept of Charismatic leadership. Differentiate it from transactional leadership. (15)
- Q7. Discuss the leadership attributes of Azim Premji. (15)
- Q8. Write shorts on (any TWO) : (7.5 x 2)
- a) Transformational Leadership
 - b) Leadership attributes of Steve Jobs.
 - c) Traits of an effective leader

(2)

Core-Paper



Registration No :

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Total Number of Pages : 03

4th Semester Regular / Back Examination 2017-18
STRATEGIC MANAGEMENT
BRANCH : MBA
Time : 3 Hours
Max Marks : 100
Q.CODE : C126

Answer Question No.1 and 2 which are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

Q1 Fill in the Blanks :

(2 x 10)

- a) ABC Corp. is centering on the objective of low cost, high quality, on time production by curtailing idle productive facilities and workers. The ABC corp. is taking advantage of a _____system.
 - i) JIT
 - ii) LIFO
 - iii) FIFO
 - iv) Highly mechanized
- b) The "balanced scorecard "supplies top managers with a _____view of business.
 - i) Long term financial
 - ii) Detailed and complex
 - iii) Simple and routine
 - iv) Comprehensive
- c) When a company controls and integrates more than one stage of the supply chain, is known as _____ integration.
 - i) Vertical integration
 - ii) Horizontal integration
 - iii) Conglomerate integration
 - iv) None of the above
- d) In BCG matrix, the cell representing high industry growth rate with low relative market share is known as _____
 - i) Star
 - ii) Cash cow
 - iii) Problem child
 - iv) Dog
- e) _____ is adding new unrelated products or services to the present product portfolio.
 - i) Concentric diversification
 - ii) Conglomerate diversification
 - iii) Horizontal diversification
 - iv) Vertical diversification

SM
Core

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- f) Arrangement where one party gives another party the rights to use its trademark as well as shares technical know-how to operate business and in return takes royalty is known as _____.
- i) Franchising
 - ii) Outsourcing
 - iii) Retailing
 - iv) None of the above
- g) A firm outsources many of its value chain activities compared to a firm that does everything in-house, this is likely to incur _____.
- i) High transaction cost, lower control
 - ii) Higher transaction cost, higher control
 - iii) Lower transaction cost, higher control
 - iv) Lower transaction cost, lower control
- h) Strategic alliances are formed to gain _____.
- i) Competitive advantage
 - ii) Synergy
 - iii) Exchange of technical know-how
 - iv) All the above
- i) Porter's generic strategy encompasses _____.
- i) Low price, differentiation, focus
 - ii) Cost leadership, differentiation, focus
 - iii) Price leadership, differentiation, focus
 - iv) None of the above
- j) _____ is a type of strategic control.
- i) Premise control
 - ii) Inventory control
 - iii) Budgetary control
 - iv) Quality control

Q2 Answer the following questions : (2 x 10)

- a) What do you understand by strategic intent?
- b) What problems can an imprecise and unclear mission create for an organization?
- c) Why strategic alliances are formed?
- d) Propose the factors to be taken into account while setting objectives.
- e) What do you mean by implementation control?
- f) Write the hierarchical levels of strategic management.
- g) State the two dimensions used to build a GE nine cell matrix?
- h) How core competence leads to competitive advantage?
- i) What do you mean by consolidation?
- j) What is cost leadership?

Q3 Discuss the conditions under which joint ventures are created, what strategic issues are involved and the benefits and drawbacks in joint venture. (15)

- Q4 A bank wishes to review its marketing plans and policies in order to make them compatible with its business strategy of focused differentiation on corporate customers and high net worth individuals in urban centres in India. Suggest the major elements of the marketing plans and policies the bank should consider implementing. (15)
- Q5 With the help of a schematic diagram explain the various components of a Value chain Analysis in detail. (15)
- Q6 Why strategic evaluation is important to organizations? What types of barriers are commonly faced during evaluation? Discuss a few strategic control techniques usually adopted by corporate. (15)
- Q7 Outline the prime objectives behind Business Portfolio management. Discuss GE nine cell matrix with a schematic diagram. (15)
- Q8 Write short notes on any TWO : (5 x 3)
- a) Vertical integration
 - b) Mckinsey 7-s Framework
 - c) Franchising

MANKO

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- h) Depository institutions include
- (i) Commercial banks and thrifts
 - (ii) Mutual funds
 - (iii) Credit unions
 - (iv) Savings banks
- i) A Factor affecting the growth of VC finance
- (i) Culture and environment
 - (ii) Interest rates
 - (iii) Easing stock market barriers
 - (iv) Increased business banking finance
- j) A "no load mutual fund" is
- (i) One that has zero operating expenses
 - (ii) Typically marketed directly to customers, charging no commission
 - (iii) One that has a negative rate of return
 - (iv) A type that does not invest in stock

Q2. Answer the following questions :

(2 x 10)

- a) What is the primary function of the financial system?
 - b) What are the requirements of a developed Money market?
 - c) What does financial market facilitate?
 - d) Bring out the difference between Rights issue and preferential issue?
 - e) What do the circuit breakers or price bands bring about?
 - f) What is the primary objective of listing securities?
 - g) What is the aim of growth fund?
 - h) Which industrial characteristics should be considered at the time of rating an organization?
 - i) State the difference between commercial banking and merchant banking.
 - j) What are the needs of venture capital financing?
- Q3. What do you mean by "Financial System"? Discuss in detail how does it channelize money between different sectors? (15)
- Q4. "Financial intermediaries have to perform the task of financial innovation to meet the dynamically changing needs of the economy". Discuss the given statement in the light of the various innovative products introduced in recent times. (15)
- Q5. What do you understand by New issue market? Explain the different methods of marketing corporate securities in the New issue market. Explain the regulations governing primary capital market in India. (15)
- Q6. Distinguish between genuine trading and speculative trading? Discuss the different kinds of speculators operating in a stock exchange and their methods of dealings. (15)
- Q7. Explain the meaning and the basic tenets of credit rating agencies. What are the various steps involved in the rating process? Discuss. (15)
- Q8. Explain the financial activities that come under the ambit of Merchant banking? What is the code of conduct laid down by SEBI which the merchant bankers have to abide by? (15)