Roll No.

Total No. of Pages : 03

Total No. of Questions : 15

MBA (2012 & Onward) (Sem.–3)

MANAGEMENT OF FINANCIAL SERVICES

Subject Code : MBA-922

Paper ID : [C1176]

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.**
2. **SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
3. **SECTION-C is COMPULSORY and consists of ONE Case Study carrying EIGHT marks.**

SECTION-A

Q1. What are financial services? Give their importance.

Q2. What are the various factors that affect credit ratings?

Q3. What is NAV? How is pricing of mutual funds done?

Q4. Define Leasing. Discuss features of a lease contract.

Q5. Explain the concept of venture capital. Discuss its features.

Q6. Give features of debt securitization.

SECTION-B

UNIT-I

Q7. Discuss the types of Financial Services.

Q8. Explain the guidelines relating to depository system as given by SEBI.

UNIT-II

Q9. Write a note on Constitution and Management of Mutual Funds.

Q10. Explain the various credit rating agencies operating in India.

UNIT-III

Q11. Discuss different types of leases. Also distinguish Leasing from Higher Purchase.

Q12. Write a detailed note on Venture Capital Financing in India.

UNIT-IV

Q13. What is securitization? Discuss its process.

Q14. Define Plastic Money. What are its forms? What factors affect its usage in India?

SECTION-C

Q15. Solve the following case study and answer the given questions :

The Reliance Mutual Fund uses Epitome to broadcast the Launch for Invest Easy to their Brokers & Sub-Brokers.

About Reliance Mutual Fund

Reliance Mutual Fund (RMF), a part of the Reliance Group, is one of the fastest growing mutual funds in India. RMF offers investors a well-rounded portfolio of products to meet varying investor requirements and has presence in 179 cities across the country. Reliance Mutual Fund constantly endeavors to launch innovative products and customer service initiatives to increase value to investors.

Event Details : Launch for Invest Easy & Business Easy

Reliance Mutual Fund has introduced Invest Easy; a web based secure login facility that enables both individual and non-individual advisors and investors to transact in Reliance Mutual Fund schemes, according to a press release. Invest Easy simplifies transaction for entities such as private and public limited companies, partnership firms, trusts, societies. The platform is configured to accept complex authorization requirements of various entities. The Invest Easy system will personalize and configure the facility accordingly.

Challenge : Greater Reach with Tighter Budgets

The RMF wanted to share knowledge about company's new product launch with Company Executives, Brokers and Sub-Brokers across the India. Faced with the need to reach higher numbers of audience under shorter timelines and tighter budgets, they were looking for reliable, customizable and cost-effective solution. They also were looking to reduce cost and time of event by at least 50%.

Solutions :

In 2012, the RMF started to look at alternative ways of hosting the event. “We realized that webcasting would be an ideal way to address these company needs - reach target audiences around the world, while being more cost-effective. We needed to partner with a company that could provide us with a reliable technology solution while being responsive to our needs,” explained Abhilash. Eager to learn more about effective solutions and collaborative technologies, RMF turned to its trusted partner, Epitome Solutions. After looking at various options, the company decided to implement Epitome's Webcasting solutions. “It provided the deal one-to-many solutions, with rich functionality, offered at the right price point.” Say committee members at RMF. ES Webcast offers valuable, efficient solutions over traditional face-to-face meetings and can include full studio services, global and domestic video and audio feeds, simultaneous translation, live question and answer, attendee polling and archiving for Executives, Brokers and Sub-Brokers for later view. Depending on the Company’s need, ES Webcast can offer small or large scale solutions for reaching global and domestic audiences without the need for attendee travel and transportation expenses. By managing every detail along the way, RMF offers a streamlined alternative to face- to-face meetings.

Results :

Reduce Costs, Increase ROI Depending on the audience size and location of attendees, RMF concluded that companies can incur large cost savings by offering a webcast over a traditional meeting. Based on a 100 person domestic, full day meeting, companies can save between Rs.15,000 – Rs.20,000 in air and ground transportation, overnight accommodations and food & beverage expenses per person. A webcast further enables a company to reach a targeted audience, while expanding the company’s message to a broader audience. Through attendee post-program evaluations, RMF also determined that most attendees expressed interest in participating in future online events and noted the ease and convenience associated with tuning in for the webcast as their primary reason. According to Abhilash, these companies are impressed by the amount of people they can touch live with one event. In addition, by using archived recordings of the event accessible via website, clients receive the added value of enduring information being available to customers.

Questions :

a. Around what problems does the case study evolve? Do you think an effective solution was provided in the case?

b. Can you suggest an alternative solution to Reliance Mutual funds for its future prospects?