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Total No. of Pages: 03 **Total No of Questions: 10**

MBA (Sem. 3)

MANAGEMENT OF FINANCIAL SERVICES

Subject Code: MBA-922

Paper ID: C1176

Time: 03 hours **Max. Marks: 60**

INSTRUCTION TO CANDIDATES:

1. **Attempt any FOUR questions from SECTION-A carrying FIVE marks each.**
2. **There are FOUR units in SECTION-B. Attempt only one question from each subsection carrying EIGHT marks.**
3. **Section-C is COMPULSORY consists of a case carrying EIGHT marks. Analyse facts given in the case and answer the questions.**

SECTION A

1. **Explain Briefly:**

a) What is Demat? Give its process.

b) Discuss the procedural aspects of credit ratings.

c) Write a note on mutual funds in India

d) Discuss the advantages of Leasing to the Lessor and Lessee.

e) Explain the functions of Merchant Banker.

f) Write a note on types of Factoring.

SECTION B

UNIT 1

2. Explain the following Financial Services:

a. Fund based services
b. Fee based services

3. What do you mean by Depository System? Explain Depository system in India.

UNIT 2

4. Classify Mutual Funds Schemes. Explain the relevance of each.

5. What is credit rating? Write short notes on:

i. CRISIL
ii. ICRA
iii. CAR

UNIT 3

6. Distinguish Leasing from Higher Purchase. Discuss the various Tax aspects relating to Leasing.

7. Give latest guidelines of SEBI for Merchant Bankers in India.

UNIT 4

8. Discuss the procedure of Factoring. What are its prospects in India?

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

SECTION C

10. Solve the following case study and answer the given question:

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 constant1y 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 ideal 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 translatation 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 Rs15,000 - Rs20,000 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.

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?