

Roll No.....

Total Pages: 3  
**14316**

**BBA/M-18**  
**INTRODUCTION TO FINANCIAL SERVICES**  
Paper: BBA-312

Time: Three Hours

Maximum Marks: 80

Note: Attempt five questions including No. 1 which is compulsory. All questions carry equal marks.

1. Answer the following in short :
  - (a) Book Building
  - (b) Hire Purchase
  - (c) Portfolio Management
  - (d) Issue Management
  - (e) Exchange Traded Funds
  - (f) Objective of SEBI
2. What are Financial Services? Discuss the role of financial services in the economic development of a country.
2. Differentiate between leasing and hire purchase. Explain the different types of leasing.
3. Define mutual funds. Discuss the different types of mutual funds.
4. Explain the following :
  - (a) Consumer Finance
  - (b) Credit Cards
  - (c) Debenture trustees.
6. What is Credit Rating? Discuss the process of credit rating in detail.
7. Write notes on the following :
  - (a) Merchant Banking
  - (b) Underwriting.
8. What is Factoring? Discuss the process and types of factoring.