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GIET UNIVERSITY, GUNUPUR - 765022

M. B. A (Third Semester) Regular Examinations, January - 2024
21MBAMM23003 - Marketing of Financial Services

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A

(2 x 10 = 20 Marks)

Q.1. Answer <i>ALL</i> questions	CO #	Blooms Level
a. What do you mean NBFC, give the names of top two companies.	CO3	K1
b. What is the Demonetization?	CO1	K2
c. Write the full form CDSL & NSDL.	CO4	K1
d. Name the Four Banking Products.	CO2	K2
e. What is the Difference Between Pledge and Lien?	CO2	K1
f. What is the difference between Secured loans & Unsecured loans?	CO2	K2
g. Write few lines on IRDAI.	CO3	K2
h. What do you mean Blue print in MFS?	CO3	K3
i. What are the Advantages and Disadvantages in Mutual Funds?	CO4	K2
j. What is Cross Selling in MFS? Give an example.	CO4	K2

PART – B

(8 x 5=40 Marks)

<u>Answer <i>ALL</i> questions</u>	Marks	CO #	Blooms Level
2. a. What do you mean the ELECTRONIC MONEY & Its role in MFS? (OR)	8	CO4	K2
b. Impact of Technology on MFS.	8	CO4	K3
3.a. The role of Agricultural Development Bank in our Country . (OR)	8	CO3	K3
b. What are the Parameters to Evaluate on Industrial Loans?	8	CO3	K2
4.a. Do & don'ts to process the Unsecured Loans . (OR)	8	CO3	K2
b. How to minimise the Fraudulence in MFS.	8	CO2	K3
5.a. Role of KYC in MFS. (OR)	8	CO2	K2
b. Customer Education is not at all important in MFS, Justify it.	8	CO2	K2

6.a. What are the parameters to issue the CREDIT CARD? 8 CO3 K2

(OR)

b. Brief SERVQUAL model in MFS. 8 CO2 K3

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