

Name: Enrolment No:	
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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, May 2021

Course: Marketing of Non-Fund Based Products	Semester: 2
Program: BBA FAS	Time 03 hrs.
Course Code: FINC2012P	Max. Marks: 100

SECTION A

- 1. Each Question will carry 5 Marks**
- 2. Instruction: Complete the statement / Select the correct answer(s)**

S. No.	Questions	CO
Q1	Merchant banking services strengthen the economic development of a country as they act as sources _____ and _____ for corporations.	CO1
Q2	According to SEBI, _____ is engaged in the business of issue management either by making arrangement regarding selling, buying or subscribing to securities as a manager, consultant, advisor or rendering corporate advisory services in relation to such issue management.	CO1
Q3	The _____ is based on offering product or service that is unique to the market. _____ is based on having the lowest costs, and hence the greatest profit margins.	CO4
Q4	_____ is a contract to perform the promise or discharge the liability of a third person in case of his default.	CO1
Q5	_____ is a document which provides information about the financial stability of an individual/entity. This certificate is required by the government and commercial offices to be sure about the financial position of individuals/entities.	CO1
Q6	The _____ of a firm is often defined as the proportion of debt and equity that results in the lowest weighted average cost of capital (WACC) for the firm.	CO3

SECTION B

- 1. Each Question will carry 10 Marks**
- 2. Instruction: Write short or Brief Notes**

Q7	Why is project appraisal done? Explain the major criteria in project appraisal	CO2
Q8	What are underwriting advisory services? Explain the phases and types of underwriting services.	CO2
Q9	What are the differences between willingness and ability of an investor? Explain investment constraint aspect of portfolio management.	CO3
Q10	Explain Debenture trusteeship in details	CO2
Q11	What are the different activities involved in corporate counseling? How is corporate counseling different from project counseling and loan/lease syndication?	CO3

SECTION C

1. Each Question will carry 20 Marks

2. Instruction: Write long answers

Q12	What are the different types of Marketing Strategy for Financial Services? How is an appropriate strategy selected?	CO4
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