

DURATION: 2 ½ HOURS

E72110OBFS

MARKS: 75

NOTE:

- All questions are compulsory.
- Figures to the right indicate full marks.
- All questions carry equal marks.

**Q.1 Multiple Choice Questions (ANY 8)**

(8M)

- 1). A \_\_\_\_\_ is a set of complex or closely connected or inter mixed institutions, agents, practices, markets, claims and so on in any economy.  
a) Financial system    b) Money market    c) Intermediaries    d) Capital market .
- 2). Capital markets are governed by rules laid out by \_\_\_\_\_.  
a) SEBI    b) RBI    c) IRDA    d) HDFC
- 3). \_\_\_\_\_ refers to banker's bank.  
a) SBI    b) HDFC    c) SEBI    d) RBI
- 4). IFCI is head quartered at \_\_\_\_\_.  
a) Mumbai    b) Delhi    c) Rajasthan    d) Punjab
- 5). The account opened for savings of the people is \_\_\_\_\_ account.  
a) Current    b) savings    c) fixed deposit    d) recurring deposit
- 6). Chairman of IRDA is appointed by \_\_\_\_\_.  
a) State government    b) RBI    c) Government of India    d) insurance
- 7). Insurance is based on the principle of \_\_\_\_\_.  
a) popularity    b) indemnity    c) mobility    d) non-popular
- 8). The \_\_\_\_\_ is the primary underwriter .  
a) Agent    b) Banker    c) insurer    d) drawer
- 9). Type of mutual fund which has lock in period is \_\_\_\_\_.  
a) open ended scheme    b) close ended scheme    c) none of the above    d) both the schemes
- 10). \_\_\_\_\_ fund invest for medium to long term capital appreciation.  
a) growth funds    b) value funds    c) Thematic funds    d) non- growth funds .

**Q.1 B. State whether the following statements are True or False. :- . (ANY7)**

(7M)

- 1). The full form of SIP in mutual funds is systematic investment plans.
- 2). The third phase of mutual fund when private sector was allowed is from 1993-2003.
- 3). Money back policy has the highest premium.
- 4). Head – quarter of IRDA is located at Mumbai.
- 5). IRDA means insurance regulatory development authority.
- 6). Commercial paper market is a permanent source of funds for the government.
- 7). The market for newly issued financial assets is called capital market.
- 8). The full form of RBI is reserve bank of India.
- 9). Commercial bank is a profit seeking business firm, dealing in money and credit.
- 10). LAF in banking term stands for liquid asset financing.

**Q.2. Answer the following:-**

A). What is financial instruments. Explain different types of financial instrument.

(8M)

B). Short note on SEBI.

(7M)

or

C). Explain the components of financial system?

(8M)

D). Explain the functions of financial system?

(7M)

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**Q.3. Answer the following:-**

- A). Explain commercial banks and its secondary functions.
- B). Explain non-performing assets.

(8M)

(7M)

or

- C). Explain the general utility services under banking .
- D). Write a short note on SIDBI?

(8M)

(7M)

**Q.4. Answer the following:-**

- A). Write a note on fire insurance.
- B). Explain insurance and their characteristics.

(8M)

(7M)

or

- C). Explain is insurance? Explain in brief principles of insurance.
- D). Explain other forms of general insurance.

(8M)

(7M)

**Q.5. Answer the following:-**

- A). Explain in brief different types of mutual funds.
- B). Explain in features of mutual funds.

(8M)

(7M)

or

**Q.5. Write short notes on :- (Any 3)**

(15M)

- 1). Types of load
- 2). Motor vehicle insurance
- 3). Financial markets
- 4). Mergers & Acquisitions
- 5). Public sector banks

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**Q1. Multiple Choice Question.****8 M**

1. The Word advertising comes from the Latin word \_\_\_\_\_ meaning to turn the mind toward. (Communication, Ethos, logistike, Advertere)
2. The Word \_\_\_\_\_ means below the level of conscious awareness.(Advocacy, Subliminal, Weasel, Surrogative).
3. In India Ad agencies get accreditation from \_\_\_\_\_ (Advertising agencies, Association of India, Indian Newspapers Society, IRDA).
4. Brand \_\_\_\_\_ is made of the emotional associations of the brand. (Image, Personality, Equity, Publicity).
5. \_\_\_\_\_ appeal is one that appeals to the sense of right or wrong. (Position, Moral, Ethical, Theme).
6. Consumer Durables of high value are often bought on the basis of \_\_\_\_\_ appeals (Emotional, Rational, Illustration, Research).
7. \_\_\_\_\_ are musical messages written around the brand.(Slogan, Jingles, Taglines, Illustration)
8. Web based market is an example of \_\_\_\_\_ (Consumer, Digital, Industrial, Puffery).

**Q1 B. Match the Following.****7M**

Group A	Group B
1.Incubation	a. St.Elmo Lewis
2.Brand Equity	b. Visual images are more powerful than words.
3.Publicity	c. Value of a brand.
4. AIDA	d. Unpaid non personal communication.
5.Visual Esperanto	e. To invite Illumination.
6. Persuasion	d. Television Advertising.
7. Emotional Appeal	e. Influence or convince by communication
	f. Love and affection,joy happiness and pleasure.
	g. Television Advertising.

**Q2. Answer the following (A & B or C & D)****15M**

- A. Define Advertising, Bring out its features.
- B. Discuss Portrayal of Women in Advertising.

**8M****7 M****OR**

- C. Explain Types of Advertising? Discuss with examples.
- D. Discuss Ethical concerns in Advertising.

**8 M****7 M**