Question Bank for

Semester IV Examination

Campus: Survey No.13/2 Mahurzari, Katol Road, Nagpur - 441 501
Paper III: Financial Services Management

Short Questions
1. What do you mean by Primary Market?
2. What is Money Market?
3. What are T Bills?
4. What is REPO?
5. What is Reverse REPO?
6. What do you mean by Equity Share?
7. What are rated securities?
8. What is the difference between a Lien, Pledge, Hypothecation, Mortgage and Charge?
9. What is SLR?
10. Explain PLR in brief.
11. What do you mean by Base Rate?
12. Explain the concept of Insurance.
13. List some of the Insurance Products available for an individual.
14. What is General Insurance?
15. Explain Insurance Underwriting.
16. Explain CAMEL Model
17. What are Mutual Funds?
18. What are Monthly Income Plans?
19. What do you mean by Surrender value?
20. What is NAV?

Long Answer Questions
1. Define ‘Banking’ the present stricter of commercial banking system in India.
2. Explain deposit mobilization. What are the various types of deposits accounts and advances provided by commercial banks in India?
3. Describe profit and Loss A/C, balance sheet and statutory reports regarding cash revenue in banking services.
4. Describe Merchant Banking service in relation to issue managements, underwriting and loan syndication.

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5. Write note on the following:
   a) Government Securities
   b) Bill of coding

6. Explain the role and functions of the following:
   a) CCIL
   b) FIMMDA
   c) NSCCL
   d) NSDL
   e) CDSL

7. Define Insurance. Compare various saving and investment options with regard to insurance.

8. What are the various types of life Insurance products available in the market?

9. Describe the salient features of medical and various in the market.

10. Mention the operations and various procedures involved in claim settlement of General Insurance products.

11. Write notes on:-
    a) Role of IRDA in Insurance Industry
    b) Salient feature of KYC and AML Act.
    c) Traditional and Unit linked policies.
    d) Tax benefits under Insurance policies.

12. Classify Risk. What are the various Methods of acceptance of risk?

13. What do you mean by Insurance Claims? Mention their types.

14. Discuss the various Claim Procedures under- Maturity, Death, Surrender and Rider

15. What is SEBI Credit Rating Agencies Regulation?

16. Discuss in detail Credit Rating Process and Methodology.

17. What is CAMEL Model?

18. What are the advantages and limitations of Credit Rating?

19. What are the recent developments in Mutual Fund Industry?
Paper III: Consumer Buying Behaviour & Integrated Marketing Communications

**Short Questions**

1. What do you understand by STP?
2. Define Brand Personality.
3. What do you mean by ‘consumer’s motivation’?
4. How the Brand is perceived?
5. What is buying?
6. What do you understand by ‘post purchase behavior’?
7. What is ‘Marketing Research’?
8. What are the sources for collecting secondary data?
9. Define IMC.
10. What do you understand by ‘Brand communication’?
11. What is BTL communication?
12. What is OOH advertising?
13. What is co-branding?
14. What do you understand by ‘Corporate Advertising’?
15. What do you understand by ‘Self Regulatory Codes of Conduct in Advertising’?

**Long Answer Questions**

1. Explain different steps involved in Buying & Selling processes and establish relationship between them at each step.
2. Explain the Buyers Behavioral Model with a diagram.
3. Discuss various methods used in Marketing Research for the collection of primary data.
4. Explain the characteristics of good Marketing Research.
5. Explain the concept of IMC in detail with a suitable case study.
6. Explain the IMC Model with a diagram.
7. Explain the importance & role of Advertising in Branding.
8. Discuss the classification of Advertisement Media.
9. Explain the IMC Planning Process with a diagram.
10. What are the essential steps involved in the Media Planning Process?
11. What are the kinds of information required to do a media plan well?

12. What are the different kinds of outdoor media that are available?


14. What are the different tools of Public Relations that are available?

15. Enumerate the strengths and weaknesses of Public Relations.
Paper III: Industrial Relations & Labour Regulations

Short Questions
1. What are the approaches to Industrial Relations?
2. Define concept of IR.
4. What are the forms & levels of participation?
5. What are the prerequisites of effective collective Bargaining?
6. What are the ideologies of Industrial relations?
7. What is settlement machinery?
8. Explain social obligations.
9. What are the consequences of Industrial disputes on Industry & Society?
10. Explain the significance of Peace & Harmony to Industrial Productivity & progress.
11. Give some of the remedial & prevention measures.
12. Explain the term Grievances & Disputes.
14. Explain the working & impact of ILO on Labour Legislations in India.
15. What are the functions of the following committees:
   a) Welfare Commissioners
   b) Labour Bureau
17. State various features of Minimum wages Act.
18. What is Trade Union Act 1926?
20. What are the convention & recommendations of ILO?

Long Answer Questions
1. Define the term ‘Industrial Relations’. Explain the differences between the concepts of industrial relations and human resources management.
2. Write a brief note on Collective Bargaining and Participative Management.

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4. What is ‘Labour market’? What are the salient features of Indian labour market?

5. Explain the structure of ILO. State various Legislations on Safety, environment, and working conditions

6. Describe the constitution of International Labour Organization (ILO). What is the impact of ILO on Indian Legislation?

7. Explain the growth and development of labour legislation in India.

8. Explain various provisions related to health and safety of workers as in Factories Act, 1948.


10. What are the causes of industrial dispute? Explain the preventive actions which can be taken for it.

11. What are the consequences of industrial disputes on industry and society as a whole? Explain the relation between peace & harmony and industrial productivity & progress.

12. Write notes on
   a) Factories Act 1948
   b) PULP Act 1971

13. Explain the salient features of any two acts
   a) Minimum wages Act
   b) Payment of wages Act 1936
   c) Payment of Bonus Act 1965

14. Explain any two
   a) Trade Union Act 1926
   b) Industrial Employment standing order Act 1946
   c) Bombay Industrial Relations Act
   d) Industrial Dispute Act 1947

15. State the features of Gratuity Act 1972

16. What is vocational training? List some vocational training institutes.

17. Explain the trend of trade unions in India.

18. Explain the provisions of Trade Union Act, 1926.


20. Explain the functioning of various offices attached to Labour Ministry in India.
Paper IV: Security Analysis and Portfolio Management

Short Questions

1. Describe need and importance of valuation of equity shares.
2. Describe few methods of valuation of shares.
3. What is EPS approach for valuation of equity?
4. Describe briefly Dividend discount Model.
5. Write various types of bonds.
6. What is systematic and unsystematic risk?
7. What is meaning of YTM?
8. What are Zero coupon bonds?
9. Describe the terms Risk and Returns
10. Define Efficient Frontier.
11. What are Risk Free assets?
12. Difference between CML and SML.
13. What is Equity Portfolio Management?
14. What is Fundamental Analysis?
15. Define Efficient Market Hypothesis?
16. What do you understand by Dow Theory?
17. What are the objectives of Technical analysis?
18. Describe the terms RSI and MACD?
19. What are the investment goals?
20. Describe Portfolio Management process.
21. Describe various investment options.
22. What is asset allocation strategy?

Long Answer Questions

1. Discuss the constant Dividend Growth Model.
2. State the Asset Backing Method of valuation of shares.
3. Describe P/E based valuation of shares?
4. What is the meaning and significance of risks in case of Bonds?
5. Describe the concepts of Current, YTM and Yield to Call
6. What are Bond Management Strategies?
7. Discuss the Portfolio Theory with its salient features.
8. What is Market Portfolio? How it is constructed?
9. Discuss the Arbitrage Pricing Theory.
11. Describe characteristic features of active & passive portfolio strategies.
12. Describe the elements of Fundamental Analysis.
13. Describe features of Company analysis
14. What are tool and techniques of fundamental analysis?
15. Write a note on Random Walk Hypothesis.
16. Write in detail about tools and techniques of Technical Analysis.
17. Discuss the concept and features of Efficient Market Hypothesis.
18. Discuss types of Charts used in Technical Analysis.
19. Describe clearly what is meaning and significance of moving averages?
20. Discuss need and significance of Wealth management.
21. Discuss in detail the meaning of Investor Life cycle and Investment goals.
22. State what are different measures of Portfolio Performance?
Short Questions
1. What are the basic goals of marketing?
2. What is meant by “global localization”?
3. Explain the concept of marketing strategy?
4. Write the measures which Government has taken for rural development?
5. What is Rural Marketing?
6. Explain the stages of Rural Marketing?
7. Do you think that there is scope for increasing sales volumes in rural market?
8. Write down the different channels of distribution in Rural Marketing.
9. What are the features of agriculture Inputs?
10. Explain the characteristics of rural customers.
11. What is customer value assessment?
12. What is inbound marketing?
13. Describes some of the analytical techniques used by global market.
14. Define up selling, down selling, cross selling.
15. What is organizational buying behavior?
16. Write down the strategies which should be avoided in global marketing.
17. What is important in B2B channel marketing?
18. Write main features of customer value assessment?
19. What is reverse marketing?
20. Write down the channel of distribution in rural India?

Long Answer Questions
1. Describe some of the global marketing strategies available to companies. Give example of companies that use the different strategies.
2. Differentiate between Agriculture Marketing and Rural Marketing. Discuss in detail the characteristics feature of a rural consumer.
3. Many marketers feel that rural markets are similar to urban markets and implement similar strategies in rural areas do you justify this? Give reasons.
4. Explain how information technology puts powerful tools in the hands of global marketing.

5. Write down the marketing response models.


7. State Rural Marketing Strategies in term of product, price, promotion and physical distribution.

8. How pricing and negotiation is important in business marketing?

9. How Integrated Marketing Communication (IMC) important in B2B marketing?

10. Critically examine the strategies that a market challenger can use to attain his marketing objectives.

11. Describe the role of different variables that are essential for the implementation of a strategy?

12. Define the concept of Value Chain Analysis. Discuss the significance of such an analysis in the contemporary business.

13. Identify and examine marketing strategies that an international marketer can use to attain success in global market.

14. Explain various strategies that a market challenger can use to attain the marketing objectives.

15. Identify and examine the steps involved in Integrated Marketing Communication. Write down the measures for the success of IMC.

16. What are the basic goals of marketing? Are these goals relevant to global marketing?

17. Compare with suitable example, the classification of rural consumers with urban consumers.

18. Discuss by elaborating managerial decision with regards to rural sales force.

19. “Regulated markets for Agriculturist can act as a boon or bane” Evaluate the statement.

20. Explain the role of regulated markets to promote rural marketing. What are limitations?
Short Questions
1. Define Global Companies.
2. What is the importance of HR strategies in Global Companies?
3. Explain Domestic Companies.
4. What do you mean by International HRM?
5. Explain Marxist Theory in brief.
6. What is PDI?
7. What is Individuality (INV)?
8. What is Masculinity (MASC)?
9. Explain Social Environment and HRM.
10. What is International Recruitment?
12. What is social Environment in Global Scenario?
13. Define HRIS.
14. What are the Cultural Skills for Cooperative environment?
15. Explain HR and Globalization.
16. What is a Global Manager?
17. What is the importance of Communication wrt Global Managers?
18. Explain Succession Planning.
19. What is EC legislation procedure?
20. Define Seniority wage system.

Long Questions
1. Differentiate between Domestic and Global companies.
2. Explain the HR strategy planning for Global Companies.
3. Explain the HRM approaches in Global Companies.
4. Explain the objectives and scope of International HRM.
5. What is Comparative employment Policy?

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6. Explain the concepts and significance of various Comparative employment policies.

7. Write notes on: Power Distance (PDI),
   - Uncertainty avoidance (UAI),
   - Individuality (INV),
   - Masculinity (MASC).

8. Explain the Concept and significance of Convergence Theory.

9. Explain the concept of Social Environment and HR.

10. Explain the procedures involved in International Staffing.

11. What is International compensation Policies?

12. Explain the HR practices used globally wrt any 3 countries.


14. Explain the importance of Cultural Literacy wrt HRM.

15. Explain HRIS in Global Business.

16. What is the concept, limitations and Uses of HRIS?

17. What do you mean by a Global Leader: Concept and Essential Qualities?

18. What is Succession Planning for global Managers?

19. Explain the HRM in Europe.

20. Describe Japan’s employee Management.