

GANPAT UNIVERSITY
BBA EXAMINATION, APRIL 2012
BBA (FS), Semester 6 (GPS)

Time: 3 Hours.

F604: Banking & Insurance Sector Analysis

Total Marks: 70

Instructions:

- (1) Use separate answer books for Sections I and Section II.
- (2) Q1 in Section I and Q4 in Section II are compulsory.
- (3) Figures to the right indicate marks of each question.

SECTION - I

Q1 "Advancement in the performance of Indian Banking Sector is feasible just due to banking sector reforms." Elucidate the statement. (11)

Q2 What is a commercial bank? What are the main functions performed by commercial banks? (12)

OR

Q2 Why Indian farmers need rural credit? Thrash-out the principle sources of rural credit. (12)

Q3 Converse the various e-delivery channels used by Indian banks to distribute its products and services to its ultimate banking customers. (12)

OR

Q3 Which e-banking models help the bank in implementation and enhancement of technology in Indian Banking Sector? (12)

SECTION - II

Q4 Which committee was set up by the Indian Govt. to control insurance operations within India? Elucidate the important reforms given by that committee with its formation purpose. (11)

Q5 Write short note on **any one** of the following by keeping in the view history; mission & vision; awards & achievements; products and services at the glance: (12)

1. Max Newyork Life Insurance Co. Ltd.
2. New India Assurance Co. Ltd.

Q6 What are the prime obligations of insurers to rural and social sectors as per IRDA Regulations, 2000? (12)

OR

Q6 Write short note on "Insurance Advertisements & Disclosure as per IRDA Regulations, 2000". (12)

- Q6** Discuss the different Pricing methods/strategies for Banking products (12)
- OR**
- Q6(a)** Discuss the new product development process and give example of it in reference to banking product. (6)
- Q6(B)** What is elasticity of demand? Discuss how it helps in pricing of banking products. (6)

END OF PAPER

Section - I

Section - II

GANPAT UNIVERSITY
BBA EXAMINATION, APRIL 2012

BBA(FS)Semester-VI (GPS)

Time : 3 Hours

F603:Marketing of Financial Services

Total Marks:70

Instructions:

- (1) Use separate answer books for Section I and section II
- (2) Q1 in Section I and Q4 in Section II are compulsory.
- (3) Figure to the right indicate marks of each question.

Section - I

Q1 What is difference between marketing and bank marketing ? Discuss the service marketing mix. **(11)**

Q2(A) Discuss the channels of distributions for banks **(8)**

Q2(B) Discuss the difference between internet banking and online banking **(4)**

OR

Q2 What is consumer behaviour? Discuss the factors influencing consumer behaviour **(12)**

Q3(A) Discuss the Pavlovian learning Model. **(7)**

Q3(B) What is Product life cycle (PLC)? Discuss how PLC is used in Marketing of Banking products. **(5)**

OR

Q3(A) Discuss the Hobbesian organizational factors model **(7)**

Q3(B) Discuss the uses of marketing research. **(5)**

Section – II

Q4 What is marketing research? Discuss the marketing research process **(11)**

Q5(A) Discuss the types consumer segment and application of segmentation to banking services **(8)**

Q5(B) Discuss the elements of product mix **(4)**

OR

Q5(A) Discuss the role of Brand in Bank Marketing **(8)**

Q5(B) Discuss the function of packaging **(4)**

GANPAT UNIVERSITY
BBA Examination April 2012
BBA (FS) Semester VI GPS

Time: 3 Hours.

F602 Security and Portfolio Management

Total Marks: 70

Instructions:

- (1) Use separate answer books for Section I and Section II.
- (2) Q1 in Section I and Q4 in Section II are compulsory.
- (3) Figures to the right indicate marks of each question.

SECTION – I

- Q1(A)** Mention the Investment Process. Explain in detail (06)
Q1(B) List out Different Investment Alternatives. Explain Debenture and Money market instruments as a investment alternative in detail. (05)
Q2(A) Write a note on working of CDSL and NSDL as depositories in india. (06)
Q2(B) What is option derivative? Also explain types of it. (06)

OR

- Q2(A)** Differentiate Hedge, Arbitrage. (03)
Q2(B) Differentiate Investment v/s Speculation (04)
Q2(C) Write a short note on Recent development of Share Market (05)

- Q3** What is Risk? Explain different kind of risk (12)

OR

- Q3** Consider following two securities' return with its concern probability and provide your analysis based on Expected mean and Std. deviation. (12)

Security ABC		Security MNC	
Prob.	Return %	Prob.	Return %
0.15	5	0.18	8
0.20	10	0.16	11
0.30	15	0.37	16
0.10	20	0.22	20
0.25	25	0.07	24

SECTION – II

- Q4** Differentiate Fundamental v/s Technical Analysis (11)
Q5 Explain E - I - C Analysis as Fundamental Analysis (12)

OR

- Q5(A)** Explain Industry Life cycle with its phase wise characteristics. (08)
Q5(B) Describe needs of company analysis in fundamental analysis. (04)

- Q6(A)** Write a note on Indian Commodity Market (08)
Q6(B) Explain types of trend in technical analysis. (04)

OR

- Q6(A)** Explain type of chart in technical analysis (04)
Q6(B) What is Wholesale price index (04)
Q6(C) In context of Commodity Market, differentiate Future V/s Forward. (04)

END OF PAPER

GANPAT UNIVERSITY
BBA Examination April 2012

BBA (General)
Semester VI

Time: 3 Hours.

G604H Advanced Human Resource Management

Total Marks: 70

Instructions:

- (1) Use separate answer books for Section I and Section II.
- (2) Q1 in Section I and Q4 in Section II are compulsory.
- (3) Figures to the right indicate marks of each question.

SECTION – I

- Q1** Explain the challenges faced by Human Resource Management professional. (11)
- Q2** Explain Harvard Analytical framework for Human Resource Management. (12)
- OR**
- Q2(A)** Explain Sensitivity training as a one of the techniques of training. (06)
- Q2(B)** Write a short note on "culture question". (06)
- Q3(A)** Explain the concept of socialization. Also discuss the process of it in detail. (12)
- OR**
- Q3(A)** Explain the concept of diversity. Elaborate the primary and secondary dimensions of diversity. (12)

SECTION – II

- Q4** Explain the concept of virtual organization. What are the features of virtual organization? (11)
- Q5(A)** Prepare HR Audit checklist for conducting an audit of HR functions. (12)
- OR**
- Q5(A)** Write a short note on career dynamics. (06)
- Q5(B)** What are the types of virtual organization? (06)
- Q6(A)** What is Balance scorecard? Discuss the steps in creation of balanced scorecard. (12)
- OR**
- Q6(A)** What are the challenges in HR Audit? (06)
- Q6(B)** Elaborate the utilities of HR scorecard. (06)

END OF PAPER

- Q6** Explain the concept of leasing and Discuss the types of lease. **(12)**
- OR**
- Q6(a)** What is option contract? Discuss the features of the option contract and also explain the rights and obligation of option buyer and seller. **(4)**
- Q6(B)** Explain the role of credit rating agency in India. **(8)**

END OF PAPER