

Reg. No. :

D 782

Q.P. Code : [10 DMB-BF 135]

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Banking and Finance

MANAGEMENT CONTROL SYSTEM

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks
(5 × 20 = 100)

1. Explain the evolution of control system and describe various steps to monitor control system.
2. What do you understand by management control and operational control?
3. "Budgetary control improves planning and aids in comprehensive control". Elucidate.
4. Define transfer pricing. Explain the methods to determine transfer pricing.

5. Write a brief note on the importance of ratio analysis to different users.
6. What is capital expenditure and discuss it in detail?
7. Explain the application of management control system in audit function.
8. Explain the relationship between financial audit, internal audit and cost audit. How these used as management control system?

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D 783

Q.P. Code : [10 DMB-BF 136]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Banking and Insurance

BANKING AND INSURANCE MARKETING

Time.: Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What customers expect from banks in India? Can STP approach be successful in India? Justify your views.
2. Discuss the factors influencing customer behaviour in banking sector. How relationship marketing can be useful in insurance industry? Explain.
3. What are the various marketing tools applied for health insurance?

4. Discuss new product life cycle for insurance? Suggest suitable marketing strategies according to the various levels in PLC.
5. Discuss the skill need by sales force to sell insurance. Enlist the important steps involved in selling process with examples.
6. What are the strategies adopted by banking sector for distribution?
7. What is service delivery? How it can achieved by banking sectors?
8. Discuss the future possibilities presents in the insurance sector in India? Elaborate the emerging issues involved in measuring service quality.

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M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Banking and Finance

MANAGEMENT OF BANKING AND INSURANCE
COMPANIES

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the main principles of banking and debitsation of bank.
2. Elaborate the key factors to be considered in an effective insurance contract.
3. Enlist the various important functions involved in the management of deposit and advances.
4. Explain the importance of development officers in banking industry.

5. Explain the rights of agents and explain how an agent can be terminated.
6. Elaborate the recruitment and selection process of agents.
7. Elaborate the process of selection, training and promotion of personnel management.
8. Explain the contemporary issues involved in management of finance.

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M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Banking and Finance

MUTUAL FUND MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks
(5 × 20 = 100)

1. Define "Mutual Funds". Explain the significance and role of Mutual Funds.
2. Enumerate and explain the different types of Mutual Funds.
3. Explain the rules and regulations of Mutual Funds.
4. Discuss the rights and obligations of Mutual Fund investors.

5. List down and explain the strategies followed in sales and fund distribution of Mutual Funds.
6. Highlight the investment plans and services of Mutual Funds.
7. How is the performance of Mutual Funds evaluated? Explain the strategies.
8. Bring down and explain the strategies of investors in Mutual Funds Investment.

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Q.P. Code : [10 DMB BF 140]

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M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Banking and Finance

MERCHANT BANKING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks

(5 × 20 = 100)

1. (a) 'A financial system is a well integrated system whose parts interact with each other' – Explain.
(b) Discuss the functions of financial markets.
2. (a) Analyse the features of primary and secondary market.
(b) Narrate the SEBI guidelines regarding ECB, ADR and GDR.

3. (a) Explain the different methods of buy-back of shares.
(b) Explain the functions of SHCIL.
4. (a) Outline the steps initiated by the RBI and the government for the development of Indian money market.
(b) Discuss the special features of Indian treasury bill market.
5. (a) Distinguish between lease financing and hire purchasing finance.
(b) Discuss the major issues confronting housing finance in India.
6. (a) Explain the activities in credit syndication.
(b) How will you evaluate the performance of mutual funds?
7. (a) Trace the origin and the growth of stock exchange system in India.
(b) What are the essential functions of a derivatives market?
8. (a) Explain the role of DFHI in the CD market.
(b) Explain the features of commercial papers.