

**BBA-312:**

**INTRODUCTION TO FINANCIAL SERVICES**

**Max. Marks:100**

**External Assessment: 80**

**Internal Assessment:20**

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**Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.**

**Financial services**

Meaning, importance of financial services, types of financial services, financial services and economic environment, players in financial services

Merchant banking, functions & activities, Issues management: managing new issues, Equity issues – Rights issues ,underwriting :functions, bankers to an issue, book building and reverse book building, debenture trustees, portfolio managers. An overview of role of SEBI .

Leasing and hire purchase, concepts and features, types of lease accounts  
Factoring & Forfaiting, Mutual funds - Structure of Mutual Funds- Types Mutual Funds – Advantages of mutual funds - Exchange Traded Funds, Credit rating. Stock broking, Consumer finance, CreditCards.

**Reference Books:**

Financial Services—M.Y.Khan – Tata Mc GrawHill

Merchant Banking Principles and Practice : H.R,Machiraju – New AgeInternational

Financial Services – Gordon & Nataraju –HPH

Merchant banking and financial services – N. Mohan – Excelbooks

Indian Financial System – Pathak - PearsonEducation

Corporate Finance- Principles and Problems- P VKulkarni.