

SOMAIYA

VIDYAVIHAR UNIVERSITY

Dr. Shantilal K. Somaia School of Commerce and Business Studies

QUESTION PAPERS

BRANCH: Bachelor of Commerce (Financial Market)	SEM: V
	NOV/DEC-2024

Sr. No.	Subject	Available
1.	131U04K501 – Research Methodology (A)	
2.	131U04K501 – Research Methodology (B)	
3.	131U04V501 – Direct Tax	
4.	131U04C502 – Introduction to Fintech	
5.	131U04C502 – Derivative Market	
6.	131U04C503 – Technical Analysis	
7.	131U04V504 – Marketing of Financial Services	
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11.		
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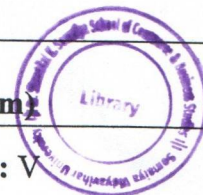
Semester (July 2024 to October 2024)

Examination: End Semester Examination November 2024 (UG Program)

Programme code: 04			Class: TYBFM	Semester: V
Programme: B.Com (Financial markets)				
Name of the Constituent College: S.K. Somaiya College		Name of the Department: Accounting & Finance		
Course Code: 131U04K501	Name of the Course: Research Methodology			
Duration : 2 Hr.	Maximum Marks : 60			
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary				

Question No.			Max. Marks	CO
Q 1.	a)	Compare & contrast Qualitative v/s Quantitative research.	8	1
	b)	“Defining a research problem is an essential step in any research”- in this context Explain the criteria of a Good Research Problem.	7	1
		OR		
	c)	“Hypothesis is a structured assumption that is constructed based on some theoretical or experimental evidence”- Explain Various types of hypotheses used for conducting research.	8	2
	d)	Identify numerous uses of research design.	7	2
Q.2	a)	Imagine you have to collect data on early childcare education. Describe the process of data collection through observation.	8	3
	b)	“Principles of sampling are the fundamental laws of Statistics.” Mention various principles of sampling which are very crucial for an investigation.	7	3
		OR		
	c)	Highlight various probability & nonprobability method of sampling.	15	3
Q.3	a)	Define the concept of scale? Explain the various types of Rating Scale.	8	4
	b)	“Referencing is important for the integrity and quality of your academic writing.”- Discuss different types of referencing.	7	5
		OR		

	c)	In Statistics, the variables or numbers are defined and categorised using different scales of measurements for data analysis- in this context explain the following: <ul style="list-style-type: none"> • Nominal Scale • Ordinal Scale • Interval Scale • Ratio Scale 	8	4
	d)	List down the various stages of report writing.	7	5
Q.4		Explain the Following:		
	a)	Research	3	1
	b)	Exploratory Research Design	3	2
	c)	Interview Technique of Data Collection	3	3
	d)	Likert scale	3	4
	e)	Bibliography	3	5



Semester (July 2024 to October 2024)

Examination: End Semester Examination November 2024 (UG Program)

Programme code: 02 / 03

Programme: B.Com (Accounting & Finance)

Class: TYBAF/

TYBAF (H)

Semester: V

Name of the Constituent College: S.K. Somaiya College

Name of the Department:

Accounting & Finance

**Course Code: 131U03K501 /
131U02K501**

Name of the Course: Research Methodology

Duration : 2 Hr.

Maximum Marks : 60

Instructions:

- 1) All Questions are compulsory.
- 2) Each Question carries 15 marks.
- 3) Figures to the right indicate marks assigned to the questions.

Q.No.			Max. Marks	CO
Q.1.	a)	In a research study, how would the approaches of inductive research differ from deductive research in drawing conclusions?	8	1
	b)	How is a research problem selected and formulated to match study goals and feasibility?	7	1
	OR			
	c)	What are the essential steps in formulating a hypothesis for effective research design and testing?	8	2
Q.2.	d)	In what scenarios would you choose exploratory, descriptive, Diagnostic or experimental research designs and why?	7	2
	a)	What are the main steps in the sampling process?	8	3
	b)	When conducting a financial analysis for a company, how would you define measurement in research, and what are the various levels of measurement to consider?	7	4
	OR			
Q.3.	c)	In the process of conducting a feasibility study for a new investment opportunity, how would you define primary data, and what advantages and disadvantages should be considered?	15	3
	a)	Define the concept of scale? Explain the various types of Rating Scale.	8	4
	b)	How would you define the measurement of interpretation, and what approaches can be used to measure it?	7	4
	OR			
Q.4.	c)	When preparing a research report on the financial performance of a company, what layout of research report elements should be included to ensure clarity and effectiveness?	8	5
	d)	In preparing a research paper on investment strategies, how would you define referencing, and what significance does it hold for ensuring the integrity of your findings?	7	5
	Explain the Following concept:			
	a)	Basic Research	3	1
	b)	Simple Hypothesis	3	2
	c)	Quota Sampling	3	3
	d)	Nominal scale	3	4
	e)	Referencing	3	5



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November 2024

Examination: End Semester Examination April 2024 (UG/PG Programmes)

Programme code: 01/04 Programme: BCOM / BFM		Class: TYBCOM/ TYBFM	Semester: V
Name of the Constituent College: S K Somaiya		Name of the Department: Commerce/ Accounting & Finance	
Course Code: 131U01C501 /131U04V501		Name of the Course: Direct Tax	
Duration : 2 Hrs.		Maximum Marks : 60	
Instructions: 1) Figures to the right indicates the full Marks . 2) use of simple calculator is allowed.			

Q. No.		Max. Marks	Co																																																
Q.1	<p>(A) Shri Umakant is a severally handicapped person (75%) is the proprietor of PK & Co. Following is the profit and loss account for the year ended 31st March, 2024 :</p> <table><tr><th>Particulars</th><th>Rs.</th><th>Particulars</th><th>Rs.</th></tr><tr><td>To Salaries</td><td>1,85,200</td><td>By Gross Profit</td><td>8,38,000</td></tr><tr><td>To Conveyance</td><td>66,500</td><td>By Interest Received on FD with SBI</td><td>13,000</td></tr><tr><td>To General Expenses</td><td>45,950</td><td>By Gift from father</td><td>51,000</td></tr><tr><td>To Interest paid</td><td>1,16,100</td><td>By Winning from lottery</td><td>1,28,000</td></tr><tr><td>To printing</td><td>46,250</td><td></td><td></td></tr><tr><td>To Advertising</td><td>31,000</td><td></td><td></td></tr><tr><td>To Reserve for bad debts</td><td>15,000</td><td></td><td></td></tr><tr><td>To Contribution to PPF</td><td>60,000</td><td></td><td></td></tr><tr><td>To Depreciation</td><td>45,000</td><td></td><td></td></tr><tr><td>To Net Profit</td><td>4,19,000</td><td></td><td></td></tr><tr><td></td><td>10,30,000</td><td></td><td>10,30,000</td></tr></table> <p>Additional Information :</p> <ol style="list-style-type: none">1. Depreciation charged as per Income tax act Rs. 39,000.2. Advertising expenses of Rs. 26,000 are paid in cash to M/s Bright Advertising.3. General expenses include 7,500 being Medical expenses incurred for him self.4. Printing include Rs. 15,000 paid for printing of invitation card of his Son's marriage.	Particulars	Rs.	Particulars	Rs.	To Salaries	1,85,200	By Gross Profit	8,38,000	To Conveyance	66,500	By Interest Received on FD with SBI	13,000	To General Expenses	45,950	By Gift from father	51,000	To Interest paid	1,16,100	By Winning from lottery	1,28,000	To printing	46,250			To Advertising	31,000			To Reserve for bad debts	15,000			To Contribution to PPF	60,000			To Depreciation	45,000			To Net Profit	4,19,000				10,30,000		10,30,000	(15)	CO1 ,4,5
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	Compute the Net taxable Income and tax liability of Shri Umakant for Assessment Year 2024-25.																													
	OR																													
	(B) Mr. Karnik sold on 10.06.2023 his residential house in Nashik for ₹ 62,00,000. It was purchased on 07.07.2003 for ₹ 4,00,000. Expenses on transfer amounted to ₹ 1,20,000. Mr. Karnik incurred expenses on improvement on this house in financial year 2015-16 of ₹ 1,40,000. He invested ₹ 25,00,000 for purchase of new residential house on 31.10.2023. You are required to compute Income from Capital Gain for the assessment year 2024-25. Relevant Cost Inflation Indices are as under :	(08)	CO4																											
	<table><tr><th>Financial Year</th><th>Cost Inflation Index</th></tr><tr><td>2003-04</td><td>109</td></tr><tr><td>2015-16</td><td>254</td></tr><tr><td>2023-24</td><td>348</td></tr></table>	Financial Year	Cost Inflation Index	2003-04	109	2015-16	254	2023-24	348																					
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2003-04	109																													
2015-16	254																													
2023-24	348																													
	(C) Mrs. Ananya gives the following information for the year ended 31 st March 2024. You are required to compute her income from other sources. 1. Interest received on:- a) Bank account in SBI Rs. 25,000 b) On debentures Rs. 15,000 2. Royalty received on writing a book Rs. 50,000 for which she incurred Rs. 15,000 for writing the manual script. 3. Rent received from hiring he plant Rs. 72,000. She paid collection charges Rs. 2,000 for this purpose. 4. For the above plant depreciation was Rs. 5,000 and repairs was Rs. 3,000 5. Winning from lottery Rs. 25,000. Expenses incurred for purchase of lottery ticket was Rs. 500. 6. income from agricultural land in Pune Rs. 20,000. 7. Gift received from friends on birthday 60,000.	(07)	CO1																											
Q. 2	(A)Mr. Gurpreet has let out his house property situated at Pune for residential purpose, the details of which for the year ended 31st March, 2024 are as follows: <table><tr><th></th><th>Particulars</th><th>Rs.</th></tr><tr><td>(1)</td><td>Fair Rent</td><td>4,75,000</td></tr><tr><td>(2)</td><td>Municipal Valuation</td><td>4,60,000</td></tr><tr><td>(3)</td><td>Actual Rent Received</td><td>5,00,000</td></tr><tr><td>(4)</td><td>Municipal Taxes paid by the Tenant</td><td>10,000</td></tr><tr><td>(5)</td><td>Collection Charges incurred</td><td>5,000</td></tr><tr><td>(6)</td><td>Repair Expenses</td><td>4,500</td></tr><tr><td>(7)</td><td>Insurance premium paid</td><td>2,800</td></tr><tr><td>(8)</td><td>Interest paid on Funds Borrowed for purchasing the property (Loan was taken in 2005)</td><td>1,55,000</td></tr></table> Following are the details of his other Income earned by him during the previous year 2023-24: (a) Interest on Fixed deposits with Bank Rs.1,20,000 (b) Interest on Public Provident Fund A/c. Rs. 2,000 (c) Dividend from Saraswat Co-op. Bank Ltd. Rs. 25,000		Particulars	Rs.	(1)	Fair Rent	4,75,000	(2)	Municipal Valuation	4,60,000	(3)	Actual Rent Received	5,00,000	(4)	Municipal Taxes paid by the Tenant	10,000	(5)	Collection Charges incurred	5,000	(6)	Repair Expenses	4,500	(7)	Insurance premium paid	2,800	(8)	Interest paid on Funds Borrowed for purchasing the property (Loan was taken in 2005)	1,55,000	(15)	CO1 ,4,5
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(8)	Interest paid on Funds Borrowed for purchasing the property (Loan was taken in 2005)	1,55,000																												

(d) Director fee Received Rs. 40,000
During the previous year 2023-24 he made following investments and payments:
i. Investments in NSC Rs 70,000.
ii. Paid Rs. 30,000 by cheque as premium towards medical Insurance Policy for self and child. And 40,000 for parents above 60 years of age.
Compute the Net Taxable Income of Mr. Gurpreet for A. Y. 2024-25.



OR

(B) Mr. Raghav Kumar works with the government of Maharashtra. He gives you following information for the year ended 31st March 2024. (15)

CO1
,4

Particulars	Amount (Rs.)
Basis salary (gross)	6,00,000 per annum
Dearness allowance	1,45,500 per annum
House rent allowance (exempt u/s 10 Rs. 40,000)	80,000 per annum
Entertainment allowance (amount spend on entertainment Rs. 12,000)	15,000 per annum
Conveyance allowance (amount spend on conveyance for official purposes Rs. 45,000)	60,000 per annum
Arrears of salary (not taxed earlier)	35,000
Profession tax deducted from salary	2,500 per annum
Employees provident fund deducted from salary	60,000 per annum

Other information:

1. He received Rs. 2,00,000 from LIC of India as maturity value of life insurance policy taken on his life.
2. Winning from Horse race Net amount Rs. 50,000 after deducting TDS Rs. 25,000
3. Received dividend on shares of Indian company Rs.75000.
4. Interest Received on Fixed deposit with SBI Rs. 25,000.
5. He had taken a loan from State Bank of India for higher education of his daughter pursuing an engineering degree course of Delhi Universities. During the year he had paid Rs. 60,000 as interest on loan.

Compute his net taxable income for the assessment year 2024-25.

Q. 3 (A) Miss Sadhna furnishes you the following particulars of his income earned during the previous year 2023-24:-

(07) CO3

1. Income from agriculture in Nepal Rs.60,000.
2. Income from property in U.K. received in India Rs.1,20,000.
3. Income from business in Sri Lanka controlled from India Rs.50,000.
4. Amount brought into India out of the past untaxed profits earned in Japan Rs.10,000.
5. Income earned & received in London Rs.1,10,000.
6. Dividend received on shares of foreign company Rs. 35,000 (half amount received in India)

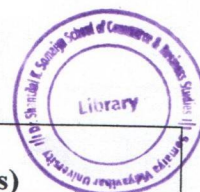
Find out her Gross Total Income if she is:-

- a). Resident and ordinary resident
- b). Resident but not ordinary resident
- c). Non Resident

	<p>(B) Amit is a citizen of U.S.A., (not a person of Indian origin) as a part of business he needs to travel to India. He came to India on 15th April 2023 and left on 25th September 2023 during the previous year. The details of his stay in India since 2016-17 to 2022-23 is as follows:-</p> <table><tr><th>YEAR</th><th>NO. OF DAYS STAY IN INDIA</th></tr><tr><td>2022-23</td><td>115</td></tr><tr><td>2021-22</td><td>180</td></tr><tr><td>2020-21</td><td>160</td></tr><tr><td>2019-20</td><td>120</td></tr><tr><td>2018-19</td><td>90</td></tr><tr><td>2017-18</td><td>60</td></tr><tr><td>2016-17</td><td>200</td></tr></table> <p>Determine his residential status for the A.Y. 2024-25.</p>	YEAR	NO. OF DAYS STAY IN INDIA	2022-23	115	2021-22	180	2020-21	160	2019-20	120	2018-19	90	2017-18	60	2016-17	200	(08)	CO2
YEAR	NO. OF DAYS STAY IN INDIA																		
2022-23	115																		
2021-22	180																		
2020-21	160																		
2019-20	120																		
2018-19	90																		
2017-18	60																		
2016-17	200																		
	<p style="text-align: center;">OR</p>																		
	(C) Explain any 8 disallowed expenses under the head business and profession.	(08)	CO4																
	(D) Enumerate deduction u/s 80 D and 80 E	(07)	CO5																
Q. 4	<p>Attempt the following questions: (05 marks each)</p> <p>(A) Determine with reason whether the following expenses are allowed or not while calculating income from business or profession for the year ended 31st March 2024:</p> <ol style="list-style-type: none">1. Purchase of raw material Rs. 30,000 by cash on 25-10-2023.2. Staff welfare Expenses Rs. 15,000.3. Embezzlement of Cash by employee Rs. 45,0004. Bonus paid Rs. 45000 on 30-11-2024. Due date of filing the income tax return is 30-9-2024.5. Salary paid to his relative Rs. 45,000 p.m. who study in TYBBA Amount is unreasonable. <p>(B) Mr. A, aged 40 years, paid medical insurance premium of Rs. 18,000 during the year 2023-24 to insure his health as well as the health of his spouse. He also paid medical insurance premium of Rs. 48,000 during the year for his father, aged 63 years. He contributed Rs. 6,600 to Central Government Health Scheme during the year. He has incurred Rs. 2,500 in cash on preventive health check-up of himself and his spouse and Rs. 4,000 by cheque on preventive health check-up of his father.</p> <p>Compute the deduction allowable under section 80D for the A.Y. 2024-25.</p>	(15)	CO1 ,02,4																
	(C) Discuss the provision for exemption of gratuity u/s 10.																		



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November 2024

Examination: End Semester Examination November 2024 (UG Programmes)

Programme code: 04			Class: TYBFM	Semester: V
Programme: Financial Market				
Name of the Constituent College: S K Somaiya College		Name of the Department: Commerce and Business studies		
Course Code: 131U04C502	Name of the Course: Introduction to Fintech			
Duration: 2 Hrs.	Maximum Marks: 60			
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3)				

Question No.		Max. Marks	CO Attainment
Q.1	a. Explain the concept of cloud computing? Discuss the Pros, Cons and Pricing strategy for the following cloud service providers. 1. AWS 2. AZURE 3. GCS	15	CO1
	OR		
	b. Elaborate the role of government in fintech ecosystem.	07	CO1
	c. "Digitalizing the financial services is Fintech" justify the statement with suitable examples.	08	CO1
Q.2	a. Explain the concept of cryptocurrency. List the different types of cryptocurrencies. Discuss advantages and disadvantages of cryptocurrency.	15	CO3
	OR		
	b. Elaborate technologies used in "Go Digit Insurance" in the case study of company "Digit".	07	CO4
	c. Discuss applications of blockchain (non-cryptocurrency application) in detail.	08	CO3
Q.3	a. Considering the increasing dominance of UPI in India, how do GPay, PhonePe, and Razor pay differentiate themselves in terms of their target market & value proposition.	15	CO4
	OR		
	b. "All the business process in a financial market is suitable for the technology of RPA" state True or False and justify the answer.	07	CO4

	c. Discuss the community driven approach of fintech firm "Trading View" to enhance the trading experience for users also impact of this on financial inclusion.	08	CO4
Q.4	<p>Read the following case and answer the questions. (Each question 5 Marks)</p> <p>A bank named Horizon Founded in 1993, Horizon is one of the leading banks in India. In fact, Horizon Bank holds the title of India's third-largest bank in the private sector. This well-established bank offers a wide variety of services to their clients, with both personal and corporate financial services being offered. These services include a fully digital account. The CFO of this bank wants to understand and propose blockchain implementation for this bank.</p> <p>a. Prepare the CFO checklist for blockchain implementation in this bank?</p> <p>b. Discuss distinct types of blockchain and which type of blockchain CFO should use and why?</p> <p>c. Elaborate this project steps that CFO should recommend to management?</p>	15	<p>CO2</p> <p>CO2</p> <p>CO2</p>



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November 2024

Examination: End Semester Examination November 2024 (UG Programmes)

Programme code: 04			Class: TYBFM			Semester: V		
Programme: Financial Market								
Name of the Constituent College: S K Somaiya College			Name of the Department: Accounting and finance					
Course Code: 131U04C502		Name of the Course: Derivatives Market						
Duration: 2 Hrs.		Maximum Marks: 60						
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3)								

Question No.		Max. Marks	CO Attainment
Q.1 A	Explain the features of derivatives to Mr. Jay who is curious to know about it.	08	CO1
Q1 B	Discuss the different categories of underlying assets. OR	07	CO1
Q1 C	Describe the role of different kinds participants in the derivative market.	08	CO 1
Q1 D	Mark the different factors affecting option premium.	07	CO1
Q.2	A. Mr. Ram has purchased a call option and a put option with a strike price of ₹ 3525 at a premium of ₹ 580 for call option and ₹ 610 for put option. Calculate the profit or loss if price on maturity is ₹3500, ₹3260, ₹3467, ₹ 3754, ₹3456, ₹ 4100, ₹3200. OR B. Explain the strategy of protective put and covered call with a suitable numerical example and diagram.	15 15	CO3 CO3
Q.3	A.) The following data is available on stock A as on March 1, 2024. Cash market price Rs. 1600 June Futures Rs. 1620 Contract multiplier for stock 100 shares. Assume an implied cost of carry of 9% per annum i.e. 0.75% per month. The contract is for 3 months. A) Calculate Fair Price of the futures contract. (5) B) Calculate Net Profit/Gains if Stock Price increases to 1650 considering impact cost. (5)	15	CO2

	<p>C) Calculate Net Profit/Gains if Stock Price decreases to 1590 considering impact cost. (5)</p> <p>OR</p> <p>B.</p> <p>The following data is available on stock A as on March 1, 2024.</p> <p>Cash market price Rs. 1750</p> <p>June Futures Rs. 1700</p> <p>Contract multiplier for stock</p> <p>100 shares. Assume an implied cost of carry of 9% per annum i.e. 0.75% per month. The contract is for 3 months.</p> <p>D) Calculate Fair Price of the futures contract.</p> <p>E) Calculate Net Profit/Gains if Stock Price increases to 1850 considering impact cost.</p> <p>F) Calculate Net Profit/Gains if Stock Price decreases to 1685 considering impact cost.</p>	15	CO2
Q.4	<p>Explain the following concepts</p> <p>A. Cost of carry w.r.t futures</p> <p>B. Spot price v/s future price</p> <p>C. Perfect hedge</p> <p>D. Delta</p> <p>E. Theta</p>	15	CO4



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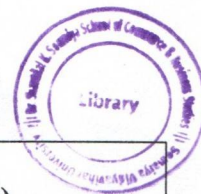
Semester (July 2024 to November 2024)			
Examination: End Semester Examination November 2024 (UG Programmes)			
Programme code: 04		Class: TY	Semester: V(SVU 2024)
Programme: B.Com (Financial Markets)			
Name of the Constituent College: S K Somaiya College		Name of the Department: Accounting and Finance	
Course Code: 131U04C503		Name of the Course: Technical Analysis	
Duration : 2 Hrs.		Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary			

Question No.		Max. Marks	CO
Q.1	A. Ms. Priya has started trading and trying to understand about gap theory. Demonstrate her about gap theory and list the different types of gaps. (8 marks)	15	CO1
	B. Jay wishes to start trading in stock market. But his friend Dev explained the do and don'ts in trading which will help him trade carefully. Mention the Dos and Don'ts in trading. (7 marks)		CO4
	OR		
	C. Summarize the indicators Moving Average Convergence and Divergence and Williams's % R and describe in detail the understanding of these indicators. (15 marks)		CO3
Q 2	A. Ms. Pinky, novice in technical is trying to understand the chart patterns. Classify the different types of Triangle pattern with help of diagram. (8 marks)	15	CO2
	B. Mr. Sohail, an Equity Analyst in his seminar expressing the importance of Support & Resistance in Technical Analysis. Evaluate the same. (7 marks)		CO1
	OR		
	C. "Intraday trading gives good returns" Comment your opinion about intraday and its benefits. (15 marks)		CO4
Q3 A	A. Rohan is a beginner in trading. Despite his analysis still he use to occur losses. So he consulted his Uncle and he explained the trading Psychology which impacts during trading, discuss in detail the	15	CO4

	<p>psychology and some tips to Rohan which would help to relieve stress. (8 marks)</p> <p>B. Satish, an technical analyst elaborating Flag and pennant chart patterns to his partner Anil. Interpret the same with diagrams (7 marks)</p> <p>OR</p> <p>C. Mr Sunil, trades with the concept of Elliot wave theory. Elaborate in detail the Dominant waves and corrective waves, when markets are falling. (15 marks)</p>		CO2
			CO1
Q.4	<p><u>Answer the following :</u> (3 marks each)</p> <p>A. "Primary trend has three phases". Enumerate this Dow Principle.</p> <p>B. Anuj wanted to understand about Technical Analysis. List the benefits of technical analysis.</p> <p>C. Rita uses Money Flow Index in her trading. Discuss in detail about this indicator.</p> <p>D. "Risk Management plays important role in trading" Highlight it in your own words.</p> <p>E. Sheela teaching her friend about different chart patterns for trading. Discuss the rounded pattern "Cup and Handle"</p>	15	CO1 CO2 CO3 CO4 CO2



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Semester (July 2024 to October 2024)		
Examination: End Semester Examination November 2024 (UG Programme)		
Programme code: 04	Class:	Semester: V
Programme: FINANCIAL MARKET	TYBFM	
Name of the Constituent College: S K Somaiya College	Name of the Department: Accounting & Finance	
Course Code: 131U04V504	Name of the Course: Marketing of Financial services	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: All questions are compulsory.		

Question No.		Max. Marks	Co Attainment
Q.1.	A. Spell the term financial products. Elaborate its advantages and disadvantages.	15	CO 1
	OR		
	B. Outline the different types of bank loans.	08	CO 1
Q.2.	C. Explain the importance of stock Exchanges.	07	CO 1
	A. Give classification of services.	15	CO 2
	OR		
Q.3.	B. Spell the key paradigms of service marketing.	15	CO 2
	A. Explore components of Augmented marketing in detail.	15	CO 3
	OR		
Q.4.	B. Discuss customer loyalty. How it can be established?	08	CO 4
	C. Highlight different types of customers' complaining behavior.	07	CO 4
	Attempt following. (3 Marks each)	15	
	a. Prove that customer feedback is a valuable resource for continuous improvement.		CO 4
	b. Explain the Five Dimensions of SERVQUAL		CO 3
	c. Describe penetration Pricing and premium pricing.		CO 1
	d. Neo banking and Robo advisory.		CO 2
	E. Discuss Debit and credit cards.		CO 1