

2025

M.Com. 3rd Semester Examination

COMMERCE

PAPER : COM-302

(Financial Services and Marketing)

Full Marks : 50

Time : Two Hours

*The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.*

COM - 302.1

(Marks : 20)

1. Answer any *two* questions : 5×2=10

- (a) Explain the distinction between fund-based and fee-based financial services with suitable examples.
- (b) Explain the concept of operating lease. How does it differ from Financial Lease? 2+3
- (c) Discuss the functions of merchant bankers in modern financial markets.

2. Answer any *one* question : 10×1=10

- (a) (i) Evaluate the role of venture capital in fostering entrepreneurship in India.

P.T.O.

- (ii) Discuss the concept of 'investment nurturing' in venture capital. How does post-investment monitoring contribute to the success or failure of start-ups? 4+(2+4)
- (b) (i) Evaluate the significance of factoring as a tool for working capital management in the context of small and medium enterprises (SMEs) in India.
- (ii) What is Credit Rating? Discuss its importance from the viewpoint of investors and issuers of securities. 4+(1+5)

COM - 302.2

(Marks : 20)

3. Answer any *two* questions : 5×2=10

- (a) Describe briefly the situational factors affecting consumer behaviour at the time of purchase.
- (b) Explain with examples : (i) Product line, and (ii) Product width.
- (c) Briefly state the ways to understand the digital customers.

4. Answer any *one* question : 10×1=10

- (a) Describe the factors influencing promotion mix with suitable examples.
- (b) Discuss different methods of pricing of a product.

Internal Assessment : 10 marks
