



Seat No. \_\_\_\_\_

**HAP-19BBA507**  
**B. B. A. (Sem. V) Examination**  
**June - 2023**  
**Investment Banking & Financial Services**

Time :  $2\frac{1}{2}$  Hours / Total Marks : 70

**Instruction** : Attempt any four questions.

- 1 Define the term Merchant Banking. Discuss recent developments and challenges for a merchant banker.

**OR**

Explain functions of Merchant Banking. Also explain SEBI guidelines for merchant banking.

- 2 Discuss in detail the concept and process of public issue. Also explain the terms Private Placement and Promoters' contribution.

**OR**

Enumerate the stages of book building process and explain them in detail. Also explain Green Shoe opinion in brief.

- 3 Explain the concept, types and advantages of leasing in detail.

**OR**

What is hire purchase ? Differentiate hire purchase and leasing. Also discuss the criteria based on which the comparative evaluation between hire purchase and leasing is done for making a good choice.

- 4 What is venture capital ? Explain the history and process of venture capital financing.

**OR**

What is credit rating ? Discuss in detail advantages and limitations of credit rating.