

**VEER NARMAD SOUTH GUJARAT UNIVERSITY**

**T.Y.B.Com Hons. Semester V**

**B.C 3.71 Financial Marketing Operations**

**Commencing from the year 2013-2014.**

Unit 1 : An overview of financial markets in India

(10 %)

Unit 2 : Money market, India Money market, composition & structure , Instrument of money market , call money market , Recent trends in India money market , Deficiencies of Indian Money market , DFHI , Acceptance houses , Discount houses. (20 %)

Unit 3 : Capital Market : Secondary market, , Function & services of stock exchanges , Listing procedure & legal requirements Registrations and kinds of brokers and their assistants , Method of trading in a stock exchange , kinds of speculators , kinds of speculative transactions , Defects of Indian stock market , Recent Developments in Indian stock market. (40 %)

Unit 4 : New Issue market: Difference between New Issue market & stock market, functions, players in new issue market, Reasons for poor performance. (10 %)

Unit 5 : Securities Contract Regulations Act: Main provisions (10 %)

**Suggested Reading:**

1. Financial Markets and Services – Gordon, Natrajan.
2. Bhole L. M. : Financial Markets & Institutions.
3. Hooda R. P : Indian Securities Market.
4. R. B. I. : Function & Working.
5. R. B. I. : Report on Currency & Finance.
6. R. B. I. : Report on Committee on the financial system , Narsimha Committee.
7. Monetary Planning in India : Gupta Suraj B.
8. Machiraju H. R. : Indian Financial System.
9. Khan M. Y. : Indian Financial System.
10. Khan M. Y. : Financial Service.
11. Sen gupta A. K and Agarwal M. K : Money Market Operations in India.

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**Semester VI**

**B.C 3.71 Financial Marketing Operations**

**Commencing from the year 2013-2014.**

- Unit 1 : SEBI: Objective , functions , powers , Organization , Institutional Investors , NRI Investments , Market makers , Underwriters , Portfolio consultants , public issue pricing and marketing. (20 %)
- Unit 2 : Investors protection : grievances concerning stock exchange dealings and their removal , grievance cell in stock exchange. (15 %)
- Unit 3 :National Stock exchange : Objective , Features. (10 %)
- Unit 4 : Over the counter exchange of India : features , participants , method of trading OTC exchange. (15 %)
- Unit 5 : Financial Services – Merchant banking , functions and services , Mutual funds, importance and types , credit rating agencies in India , functions and types.(40 %)

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1. Financial Markets and Services – Gordon, Natrajan.
2. Bhole L. M. : Financial Markets & Institutions.
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