


Name:			
Enrolment No:			
<b>UPES End Semester Examination, May 2023</b>			
<b>Course: BCA + BFSI</b>		<b>Semester: VI</b>	
<b>Program: Universal Banking Lending</b>		<b>Time : 03 hrs.</b>	
<b>Course Code: CSBC3015</b>		<b>Max. Marks: 100</b>	
<b>Instructions: Answer details must relate with awarded marks for each question.</b>			
<b>SECTION A (5Qx4M=20Marks)</b>			
S. N.		Marks	CO
Q 1	Define Wealth Management & Investment Banking.	2+2	CO1
Q 2	Justify the reason & need of Wealth Management for Niche Individuals and family.	3+1	CO1
Q 3	Write down major 4 players in Investment Banking.	4	CO2
Q 4	Draw 3 major pillars of Wealth Management by WM life cycle. Relate Wealth Management & Investment Banking.	4	CO3
Q 5	Remember the 4 strategies to handle and mitigate risk.	4	CO4
<b>SECTION B (4Qx10M= 40 Marks)</b>			
Q 6	Discuss the life cycle of Wealth Management in detail.	10	CO1
Q 7	Explain the role of Investment Bank in Wealth Management.	10	CO2
Q 8	Explore technology landscape in Investment Bank functioning. OR Discuss technology Gaps and challenges in Investment Banking.	10	CO3
Q 9	Define the risk & discuss the characteristics of risk.	2+8	CO4
<b>SECTION-C (2Qx20M=40 Marks)</b>			
Q 10	Analyze Functions & Products of Investment Bank. (Products which explained in earlier questions, just refer the answer no. despite rewrite again) in detail. OR Analyze major risks like Credit/Default risk, Market Risk & Operational Risk in Banks, Insurance, Financial Services & Investment Bank business.	5 x 4	CO1, CO2.
Q 11	(a). Compare Commercial Banks & Investment Banks (b). Explain skills required for Investment Bankers. (c). Mention the concept of Mutual Fund, Pension Fund & Insurance Policy Fund, and their role in Investment Banking. (d). Discuss future of Wealth Management and which technologies will play a vital role in future Investment Banking automation.	5 x 4	CO3, CO4.