PRODUCT & BRAND MANAGEMENT



Brand: Mehta Solutions **Product Code:** TU025

Weight: 0.00kg

Price: Rs500

Short Description
TELANGANA UNIVERSITY PRODUCT & BRAND MANAGEMENT

Description
PRODUCT & BRAND MANAGEMENT SOLVED PAPERS AND GUESS
Product Details: TELANGANA UNIVERSITY PRODUCT & BRAND MANAGEMENT
Format: BOOK
Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM
Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

RATING OF BOOK: EXCELLENT

ABOUT THE BOOK

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other **TELANGANA UNIVERSITY** book solutions now mehta solutions brings top solutions
for **TELANGANA UNIVERSITY Forensic Finance REPORT book** contains
previous year solved papers plus faculty important questions and answers specially for **TELANGANA UNIVERSITY** .questions and answers are specially design specially
for **TELANGANA UNIVERSITY** students .

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

- Case studies solved
- New addition fully solved
- last 5 years solved papers with current year plus guess

PH: 07011511310, 09899296811 FOR ANY problem

FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

PRODUCT & BRAND MANAGEMENT

UNIT-I

Indian Financial System-Financial Services-Meaning and concepts-scope and featuresclassification-growth and problems of financial services sector -Role of Financial Services in Economic Development.

UNIT: II

Banking Institutions: Commercial Banks: Concept and Evolution-Public and Private Sector Banks-Structure and NPAs- Capital Adequacy Norms- Risk Management Practices - Strategies of Commercial banks: Gap Analysis and Asset Liability Management (ALM), Systems.

UNIT: III

Non- Banking Financial Companies (NBFCs): Operational Policies and Performance-. Development Banking: Concept-Evolution- Functions and activities. Investment Banking: Concept-Functions and activities-Underwriting-Bankers to an Issue- Portfolio Managers-Challenges faced by Investment Bankers.

UNIT-IV

Insurance Companies: Structure and Investment Pattern of LIC, GIC and other Insurance Companies-Competition and Innovation- Role of IRDA- Challenges of Insurance Sector-Credit Rating: Objectives-Types-Rating Methodology-Credit Rating Agencies-SEBI guidelines. Factoring: meaning-types-functions - Factoring Vs. Forfaiting-Securitization-Housing finance, Lease Financing Meaning-Features-Types-Merits and Demerits-Lease or Buy Decision Hire Purchasing: Concepts-Salient Features - Leasing Vs. Hire Purchasing.

UNIT V

Mutual Fund: concept, types, Growth of Mutual Funds and its Regulation- Venture Capital: Concept- emergence-features-stages of venture capital-present scenario-Private Equity

Details

- 1. Books by courier
- 2. Delivery in 5-7 days

- 3. Courier india only
- 4. Rating of product : largest selling