



THE AMERICAN COLLEGE, MADURAI
(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited (2nd Cycle) by NAAC with Grade “A”, CGPA – 3.46 on a 4-point scale
Backlog Arrear Examination, March 2021

BBA 3540
Marks : 75

INVESTMENT BANKING

Time: 3 Hrs

Answer any FIVE of the following

5*15=75

1. Describe the various methods of project appraisal.
2. Discuss about various stages involved in project formulation.
3. State the techniques of generating and screening of project ideas
4. Mention the importance of project report.
5. As an investor, briefly list down the steps to be followed for portfolio management.
6. Discuss about the common systems in Banking.
7. Describe the various electronic delivery channels in Banking.
