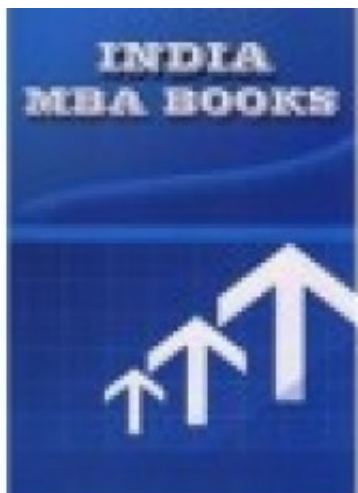


# MERCHANT BANKING AND FINANCIAL SERVICES



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## **UNIT II ISSUE MANAGEMENT 12**

**Role of Merchant Banker in Appraisal of Projects, Designing Capital Structure and Instruments – Issue Pricing – Book Building – Preparation of Prospectus Selection of Bankers, Advertising Consultants, etc. - Role of Registrars –Bankers to the Issue, Underwriters, and Brokers. – Offer for Sale – Green Shoe Option – E-IPO, Private Placement – Bought out Deals – Placement with FIs, MFs, FIIs, etc. Off - Shore Issues. – Issue Marketing – Advertising Strategies – NRI Marketing – Post Issue Activities.**

## **UNIT III OTHER FEE BASED SERVICES 10**

**Mergers and Acquisitions – Portfolio Management  
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Mutual Funds - Business Valuation.**

## **UNIT IV FUND BASED FINANCIAL SERVICES 10**

**Leasing and Hire Purchasing – Basics of Leasing and Hire  
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## **UNIT V OTHER FUND BASED FINANCIAL SERVICES 8**

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