Record Nr. UNINA9910785658003321 Autore Appannaiah H. R Titolo Financial markets and services [[electronic resource] /] / H.R. Appannaiah, P.N. Reddy, N. Mukund Sharma Mumbai [India], : Himalaya Pub. House, 2010 Pubbl/distr/stampa **ISBN** 1-282-81255-6 9786612812552 1-4416-7463-2 93-5043-161-0 Edizione [Rev. ed.] Descrizione fisica 1 online resource (216 p.) Altri autori (Persone) ReddyP. N SharmaN. Mukund Disciplina 332 658.15 Soggetti Financial services industry Finance Financial services industry - India Finance - India Lingua di pubblicazione Inglese **Formato** Materiale a stampa Monografia Livello bibliografico Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references. Nota di contenuto COVER; CONTENTS; Financial Markets; Non - Banking Financial Intermediaries; Markets; SEBI; International Dimension of Financial Market: Mutual Funds: Recent Trends in Financial Services The purpose of study of Financial Markets and Services is to converge Sommario/riassunto the various financial services and their marketing plan to have an overall approach in taking finance and investment decisions. In a financial market, sub-markets such as Call Money Market, Treasury Bill Market, CP and DP Market, Discount Market etc. provide specific financial service to avail specific type of fund for running the business of an enterprise. Each aforesaid sub-market has its own specific

objective to provide finance for smooth running of the business. All

these segments of financial markets are regulated by S