

**SYBIM - SEM III - SUB.: MARKETING OF INVESTMENT PRODUCTS - AY 2019-20**



All questions are compulsory.

14.2.20

2 Hours 30 Mins

Figures on right indicate full marks.

75 Marks

Q1. A) Fill in the blanks: (Any 8)

(08 Marks)

1. It is more expensive to win a new customer than to \_\_\_\_\_ an existing customer.
2. Retailers such as Marks and Spencer, Virgin and Tesco offering \_\_\_\_\_ and bank-related products
3. The Indian economy has a large number of investors in \_\_\_\_\_ products.
4. The main aim for marketing financial services is maximization of returns against the clients' investments and minimization of their \_\_\_\_\_.
5. Investments in securities are spread across a wide cross section of industries and sectors, thus reducing their \_\_\_\_\_.
6. \_\_\_\_\_ are the methods of determining the geolocation (the physical location) of a website visitor.
7. The bargaining power of customers determines how much customers can impose pressure on margins and \_\_\_\_\_.
8. The Five Forces Analysis allows determining the attractiveness of an \_\_\_\_\_.
9. Article marketing is advertising in which businesses write short articles related to their industry.
10. The role of a marketing manager with a sound \_\_\_\_\_ knowledge will act as a catalyst, for investors.

Q1. B) State whether the following statements are true or false: (Any 7)

(07 Marks)

1. Like all investments, mutual funds also carry certain risks.
2. In India, service sector constitutes nearly 55% of GDP at present and this rate of growth is also higher when compared to agricultural and manufacturing sector.
3. Mutual funds normally come out with a number of schemes with different investments objectives which are launched from time to time.
4. The aim of income fund is to provide regular and steady income to investors.
5. The first and foremost responsibility of the marketing personnel is to explain the benefits of investing.
6. Users are active on social media platforms because these channels offer a fun and easy way to network.
7. Internet Marketing does not allow consumers to research and purchase products and services at their own convenience.
8. Marketing mix refers to the marketing variables that combine to sell a product to target market.
9. Market development refers to entry of a product in new market.
10. A stable environment is very much necessary for business growth.

Q2. A) What is marketing? What are the 7 P's of marketing?

(08 Marks)

Q2. B) Write a note on macro environment analysis.

(07Marks)

OR

P.T.O.



Q2. C) What are the functions of marketing? (15 Marks)

Q3. A) What are factors affecting buying behaviour (15 Marks)

**OR**

Q3. B) How to grow financial services business with CRM? (08 Marks)

Q3. C) What is financial service? What are the features of marketing of financial services?  
(07Marks)

Q4. A) Explain Porter's Five Force Model. (15 Marks)

**OR**

Q4. B) What are the characteristics of E-Marketing? (08 Marks)

Q4. C) What are the various types of E-Marketing tools? (07Marks)

Q5. A) Explain marketing through social networking channels. (15 Marks)

**OR**

Q5. B) Short notes: (Any 3) (15 Marks)

- i) 5 CRM systems for financial services
- ii) Service marketing
- iii) Advantages of marketing
- iv) Online advertising
- v) Characteristics of marketing

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