

**SYBIM - SEM III - SUB.: MARKETING OF INVESTMENT PRODUCTS - AY 2022-23**

All questions are compulsory.

Dt: - 13.10.22

2 Hours 30 Mins

Figures on right indicate full marks.

75 Marks



Q1. A) Multiple choice question: (Any 8; write correct option number under Correct Option No. column)

(08 Marks)

Q. NO.	QUESTION	1	2	3	4	CORRECT OPTION NO.
1	_____ is the oldest concept of marketing	Selling Concept	Product Concept	Production concept	Profit concept	
2	_____ emphasizes that consumers will favour those products that are available and highly affordable.	Selling Concept	Product Concept	Production concept	Profit concept	
3	The exception when the product is not attractive, even at low price, the buyers may not buy the product is applicable to which concept?	Selling Concept	Product Concept	Production concept	Profit concept	
4	The _____ support and ensure social well-being.	Selling Concept	Product Concept	Social marketing concept	Modern marketing concept	
5	Marketing starts with _____ and focuses constantly on buyer's needs.	Buyers	Sellers	Agents	Govt.	
6	_____ plans offer the dual benefit of insurance and investment.	PPF	ULIP	Fixed Deposits	Mutual Fund	
7	_____ advertising is carried out through search engines, who charge advertisers a predetermined amount every time their ad is clicked.	SEO	PPC	Content marketing	Email marketing	
8	Self-control failure is a factor that can determine whether consumers indulge in _____.	Limited decision making	Routine response behaviour	Buying behaviour	Impulse buying	
9	_____ is a type of marketing that seeks to promote websites by increasing their visibility in Search Engine Result Pages.	SEM	Blog marketing	Email marketing	Viral Marketing	
10	The Five Forces Model is based on _____.	Marketing	Management	Microeconomics	Macroeconomics	

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

(7 Marks)

1. Consumer behaviour of all urban youth is universal in nature.
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. Understanding the investors and marketing of financial services in India will be more challenging than understanding consumer behavior or marketing of industrial products.
4. Users are active on social media platforms because these channels offer a fun and easy way to network.
5. The aim of income fund is to provide regular and steady income to investors.
6. Most marketers see these social media channels as a way to get to know their audience better in a more personal way.
7. Marketing mix refers to the marketing variables that combine to sell a product to target market.
8. The marketing process is continuous in nature.
9. A stable environment is very much necessary for business growth.
10. Investors should not compare the risks and expected fields after adjustment of tax on various instruments.

Q2. A) What are the features of service marketing? (08 Marks)

Q2. B) What is marketing? Explain its features. (07Marks)

**OR**

Q2. C) What is environmental analysis? Explain its types. (15 Marks)

Q3. A) What are investment products? Explain the major types of investment products along with its features available in India. (15 Marks)

**OR**

Q3. B) What is the importance of buying behaviour? (08 Marks)

Q3. C) Which schemes can an investment management personnel offer based on investment objective of the consumer? (07Marks)

Q4. A) Explain marketing through social networking channels. (15 Marks)

**OR**

Q4. B) Explain various E-Marketing forms. (08 Marks)

Q4. C) What are the advantages and disadvantages of E- Marketing? (07Marks)

Q5. A) Explain Porter's Five Force Model. (15 Marks)

**OR**

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

- i) Financial services
- ii) Selling concept with examples
- iii) CRM
- iv) Core marketing concept
- v) Consumer buying behaviour process

\*\*\*