

Medical Exam - Jan' 20
Sem III

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

All questions are compulsory.

2 Hours 30 Mins

Figures on right indicate full marks.

75 Marks

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

(08 Marks)

1. The 1980s shaped by the forces of deregulation, _____ and technological innovation.
2. Computer software companies developing computer-based _____ services.
3. A customer has a lifetime requirement for financial services and therefore a potential lifetime value to the _____.
4. _____ and Financial Derivatives are the two important aspects of the Indian financial sector.
5. India's financial system has seen momentous changes in the form of improved market practices in trading, clearing and _____.
6. The main aim for marketing financial services is maximization of _____ against the clients' investments and minimization of their risks.
7. The role of a marketing manager with a sound _____ knowledge will act as a catalyst, for investors.
8. _____ Marketing is an internet-based marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's marketing efforts.
9. Social media content allows you to not only show a little bit of your brand personality, but it also presents an effective outlet for demonstrating your industry expertise and _____.
10. Blog marketing is internet marketing by way of _____.

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

(7 Marks)

1. Investors should not compare the risks and expected fields after adjustment of tax on various instruments.
2. Mutual fund is such an avenue, which offers good investment opportunities to investors.
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. The aim of growth funds is to provide capital appreciation over a medium to a long term.
5. Most marketers see these social media channels as a way to get to know their audience better in a more personal way.
6. Marketing is undertaken to sell goods only.
7. The selling concept is the oldest concept of marketing.
8. Consumer behaviour of all urban youth is universal in nature.
9. Marketing is influenced by only micro-environment factors.
10. The marketing process is continuous in nature.

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

(08 Marks)

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

(07 Marks)

OR

P.T.O.

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 are the features of consumer behaviour? (08 Marks)

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

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

OR

Q4. B) What are the objectives of E-Marketing? (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) Distribution channel
- ii) Blogging
- iii) CRM
- iv) Investment products
- v) Marketing concept
