

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

All questions are compulsory.

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)

SR. NO.	QUESTION	1	2	3	4	CORRECT OPTION NO.
1	Which concept states 'Even the best product cannot have desired sales without the help of sales' promotion and aggressive salesmanship.' ?	Selling Concept	Product Concept	Production concept	Modern marketing concept	
2	The _____ focuses on ultimate customer.	Selling Concept	Product Concept	Production concept	Modern marketing concept	
3	Which of the following is not an approach of financial services?	Integrity	Transparency Customer's financial protection	Proper guidance	Incomplete communications	
4	Which of the following is not an approach of marketing mix?	Product	Place	Preparation	Promotion	
5	Which of the following is not an element of macro-environment?	Demographic factors	Economic factors	Competition	Technology factors	
6	_____ are exceptionally well known fixed-pay venture choices.	PPF	ULIP	Fixed Deposits	Mutual Fund	
7	_____ is the "process of getting traffic from the free, organic, editorial or natural search results on search engines."	SEO	PPC	Content marketing	Email marketing	
8	Self control failure is a factor that can determine whether or not particular consumers indulge in _____.	Limited decision making	Routine response behaviour	Buying behaviour	Impulse buying	
9	_____ is advertising in which businesses write short articles related to their industry.	Article Marketing	Affiliate Marketing	Geo Marketing	Social media 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) (07 Marks)

- SEM and PPC advertising are carried out through search engines, who charge advertisers a predetermined amount every time their ad is clicked.
- The aim of income fund is to provide regular and steady income to investors.
- The marketing process is continuous in nature.
- The aim of a balanced fund is to provide both growth and regular income.

5. The first and foremost responsibility of the marketing personnel is to explain the benefits of investing.
6. There is a good chance that your competitors are already present and involved on social media channels.
7. Information can be marketed like a product.
8. Economic policies do not have any effect on working of business.
9. Consumer behaviour of all urban youth is universal in nature.
10. The dollar-rupee forward market is India's first serious derivatives market, and it is one of the biggest financial markets in the country With the National Stock Exchanges (NSE).

Q2. A) What is marketing? Explain its features. (08 Marks)

Q2. B) What are the 7 Ps of marketing? (07Marks)

OR

Q2. C) Distinguish between marketing and selling concept. (15 Marks)

Q3. A) Classify various types of investment products (15 Marks)

OR

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

Q3. B) What are the marketing steps to be followed by the marketing personnel in case of mutual fund? (07Marks)

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

OR

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

Q4. C) What are the challenges with E-Marketing? (07Marks)

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

OR

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

- i) Product concept with examples
- ii) Societal concept with examples
- iii) Distribution channel
- iv) Mutual Funds
- v) Blogging
