

SYBIM sem III Reg & A.T.K.T. Exam Oct-2019.  
SYBIM - SEM III - SUB.: MARKETING OF INVESTMENT PRODUCTS - AY 2019-20

All questions are compulsory.

16/10/19.

2 Hours 30 Mins

Figures on right indicate full marks.

75 Marks



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

(08 Marks)

1. Recruiting new customers is a \_\_\_\_\_ business.
2. The longer the association, the more \_\_\_\_\_ the relationship between the bank and the customer.
3. To develop relationships effectively, banks have to understand their customers better through the collection and interpretation of \_\_\_\_\_.
4. Service marketing needs a more a fortified, cohesive and \_\_\_\_\_ organization.
5. Diversification reduces the \_\_\_\_\_ because all stocks may not move in the same direction in the same proportion at the same time.
6. A \_\_\_\_\_ from substitutes exists if there are alternative products with lower prices of better performance parameters for the same purpose.
7. \_\_\_\_\_ type of marketing that seeks to promote websites by increasing their visibility in Search Engine Result Pages.
8. India's financial system has seen momentous changes in the form of improved market practices in trading, clearing and \_\_\_\_\_.
9. The role of a marketing manager with a sound \_\_\_\_\_ knowledge will act as a catalyst, for investors.
10. The Indian economy has a large number of investors in \_\_\_\_\_ products.

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

(07 Marks)

1. Investors prefer to avail the advisory services of the marketing personnel free of charge, rather than hiring the expert and paying a handsome amount.
2. 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).
3. The aim of a balanced fund is to provide both growth and regular income.
4. There is a good chance that your competitors are already present and involved on social media channels.
5. SEM and PPC advertising is carried out through search engines, who charge advertisers a predetermined amount every time their ad is clicked.
6. Information can be marketed like a product.
7. The marketing process is continuous in nature.
8. Economic policies do not have any effect on working of business.
9. Consumer behaviour of all urban youth is universal in nature.
10. Most marketers see these social media channels as a way to get to know their audience better in a more personal way.

Q2. A) What is marketing? Explain its features.

(08 Marks)

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

(07Marks)

OR

P.T.O.

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

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

**OR**

Q3. C) What is the importance of buying behaviour? (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) Explain various E-Marketing forms. (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) CRM
- ii) Distribution channel
- iii) Financial services
- iv) Mutual Fund
- v) Core marketing concept

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