

PGDIFA Sem.-2 Examination

Paper-6

Marketing of Financial Services

May-2024

Time : 2-30 Hours]

[Max. Marks : 70

- Q.1 What is branding? Explain importance of branding in detail. (12)
OR
- Q.1 (A) What is brand? Explain elements of brand in detail. (06)
 Q.1 (B) Explain benefits derived from branding to the consumer and marketer. (06)
- Q.2 What are the 9Ps of marketing mix? Explain any seven in detail. (12)
OR
- Q.2 (A) Explain effective marketing strategies for bank and financial Institutions. (06)
 Q.2 (B) Explain fund-based scope of financial services. (06)
- Q.3 What is STP model of strategic marketing? Explain advantages of segmentations. (12)
OR
- Q.3 (A) Explain demographic segmentation in detail. (06)
 Q.3 (B) Explain types of behavioral segmentation in detail. (06)
- Q.4 Explain behavioral aspects in distribution channels of Financial Services. (12)
OR
- Q.4 Explain TOWS, PESTELE Model and Growth Share Matrix analysis of Competition. (12)
- Q-5 Compare and contrast lease and hire purchase agreements. What are the advantages and disadvantages of each for businesses? (12)
OR
- Q-5 Explain the functions and types of investment banks. How do investment banks assist companies in raising capital? (12)
- Q.6 Answer the Following MCQs. (10)
- Which of the following is not the stage of product life cycle?
 a) Introduction b) Growth c) Market Segmentation d) Decline
 - Credit rating for a company is one time activity for entire tenure.
 a) True b) False
 - RML stands for-
 a) Reverse Mortgage Loan b) Revised Mortgage Loan
 c) Reserved Mortgage Loan d) Residential Mortgage Loan
 - Which Business unit generates substantial cash surplus due to low industry growth rate and high profit share?
 a) Dog b) Cash Cow c) Question Mark d) Star
 - In SWOT analysis, Opportunity and Threats are _____ factors.
 a) Internal b) External c) Unrelated d) Relative
 - Which of the following forces of Competition is not described by Michael Porter's Model.
 a) Supplier Power b) Buyer Power c) Brokers Power D) None.
 - Ethical communication behavior?
 a) Sincerity b) revealing all information c) Hiding nothing d) All given
 - Which type of financial service involves providing loans and credit facilities, particularly to the under-served sectors, without holding a traditional banking license?
 a) Scheduled Commercial Banks b) Non-Banking Financial Companies (NBFCs)
 c) Asset Management Companies d) Investment Banks

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9. What are the primary functions of a depository in financial markets?

- a) Providing personal loans and credit cards
- b) Dematerialization, rematerialization, record keeping, settlement of trades & handling corporate actions
- c) Offering investment advice and wealth management services
- d) Underwriting and facilitating mergers and acquisitions

10. Services do NOT have the following characteristics:

- a) Tangibility
- b) Ownership
- c) Variability
- d. Perishability

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