



Name:

Enrolment No:

UPES

End Semester Examination, December 2024

Course: Marketing of Financial Services

Program: INT B.COM - MBA (B&I)

Course Code: MKTG8015

Semester: VII

Time : 03 hrs.

Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q1	Select the right options for the given questions. (All the questions are mandatory)		
(i)	Which of the following is not a part of the money market? a. Commercial paper b. T-bills c. Derivatives d. None	2	CO1
(ii)	The function of money as well as the capital market is supervised by: a. SEBI b. RBI c. IRDA d. SIDBI	2	CO1
(iii)	The ____ is responsible for the issuance and control of the currency in India a. SEBI b. FEMA c. RBI d. IRDA	2	CO1
(iv)	Treasury bills or T-bills are short-term debt instruments presently issued in a. 91 days b. 182 days c. 364 days d. All of the above	2	CO1
(v)	What is VCF? a. Value Capture financing b. Venture capital funds c. Variant call format d. Virtual contact file	2	CO1
(vi)	Identify the functions of financial services a. Allocation of funds b. Specialized services c. Mobilization of savings	2	CO1

	d. All of the above		
(vii)	_____ is a strategy where investors buy and hold security for a longer period a. Active portfolio management strategy b. Passive portfolio management strategy c. speculation d. All of the above	2	CO1
(viii)	Under_____ environment, a firm has no control: a. Micro-environment b. Macro-environment c. Niche environment d. None of the above	2	CO1
(ix)	Which is not the part of Macro environment: a. Political b. Economic c. Customers d. Legal	2	CO1
(x)	What is CRM? a. Consumer rate management b. Customer relationship management c. Customer remarket d. None of the above	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q2	Define financial services and their unique features	4	CO2
Q3	What are financial instruments?	4	CO2
Q4	What are the various challenges faced by the financial services sector	4	CO2
Q5	Discuss the models of environmental scanning	4	CO2
SECTION-C 3Qx10M=30 Marks			
Q 6	Discuss and analyse the significance of customer relationship management in the marketing of financial services.	10	CO3
Q7	Illustrate the significance of factoring and forfeiting in financial services. Also, elaborate on their main differences. OR Shed some light on the role of promotional strategies in the marketing of financial services with a suitable example.	10	CO3
Q8	Critically evaluate the concept of portfolio management, highlighting the key differences between active and passive strategies.		
SECTION-D 2Qx15M= 30 Marks			
Q9	Critically analyse the evolution of financial services in India, examining the key factors that have driven their growth and development. Evaluate	15	CO4

	the challenges and opportunities these factors present for the future of the industry.		
Q10	<p>Critically evaluate the concept of securitization, detailing its process, benefits, and risks. Analyze its impact on the financial services market and its role in shaping modern financial systems.</p> <p style="text-align: center;">OR</p> <p>Evaluate the impact of global economic events (such as the COVID-19 pandemic) on the financial services industry. How have these events shaped the way financial services are marketed today?</p>	15	CO4