



Name:

Enrolment No:

**UPES**

**End Semester Examination, May 2025**

**Course: Marketing of Financial Services**

**Program: BBA-CORE-B3**

**Course Code: FINC2002\_3**

**Semester: IV**

**Time : 03 hrs.**

**Max. Marks: 100**

**Instructions:**

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	CO 1
Q 1	<b>All questions are Compulsory</b>	<b>2</b>	<b>CO1</b>
i	Active portfolio management strategy aims to:  A. Reduce trades  B. Mirror the index  C. Outperform the market  D. Avoid diversification	<b>2</b>	<b>CO1</b>
ii	Treasury is mainly responsible for:  A. HR policies  B. Liquidity and risk management  C. Product design  D. Tax filing	<b>2</b>	<b>CO1</b>
iii	Credit rating agencies assess:  A. Customer satisfaction  B. Creditworthiness of borrowers  C. Employee performance  D. Economic policies	<b>2</b>	<b>CO1</b>
iv	The primary role of SEBI is to:  A. Provide loans	<b>2</b>	<b>CO1</b>

	<p>B. Protect investor interests</p> <p>C. Print currency</p> <p>D. Conduct audits</p>		
v	<p>Leasing involves:</p> <p>A. Ownership transfer</p> <p>B. Temporary use of assets</p> <p>C. Mergers</p> <p>D. Restructuring</p>	<b>2</b>	<b>CO1</b>
vi	<p>Portfolio managers help clients to:</p> <p>A. File taxes</p> <p>B. Buy real estate</p> <p>C. Manage and grow investments</p> <p>D. Change regulations</p>	<b>2</b>	<b>CO1</b>
vii	<p>The 7 Ps of financial services marketing include:</p> <p>A. Product, Price, People, Plastic, Process, Policy, Promotion</p> <p>B. Product, Price, Place, Promotion, People, Process, Physical Evidence</p> <p>C. Product, Place, Payment, Policy, Promotion, Practice, Plan</p> <p>D. People, Promotion, Price, Packaging, Profit, Policy, Product</p>	<b>2</b>	<b>CO1</b>
viii	<p>Which of the following financial products is most associated with retirement planning?</p> <p>A. Fixed deposits</p> <p>B. Pension plans</p> <p>C. Recurring deposits</p> <p>D. Venture capital</p>	<b>2</b>	<b>CO1</b>
ix	<p>A key feature of consumer finance is:</p> <p>A. Long-term corporate investment</p>	<b>2</b>	<b>CO1</b>

	B. Providing credit for individual consumption needs C. International mergers D. Government bond trading		
x	The role of RBI in financial services includes: A. Creating marketing strategies B. Designing insurance products C. Regulating monetary policy and ensuring financial stability D. Managing income tax policies	2	CO1
<b>SECTION B</b> <b>4Qx5M= 20 Marks</b>			
Q 2	<b>Define</b> financial service. <b>List</b> any four characteristics of financial Services	5	CO2
Q 3	<b>Define</b> securitization with example.	5	CO2
Q 4	<b>Differentiate</b> between Hire purchase and Leasing	5	CO2
Q 5	<b>What</b> is a financial intermediary?	5	CO2
<b>SECTION-C</b> <b>3Qx10M=30 Marks</b>			
Q 6	<b>Discuss</b> the <b>key challenges</b> the financial institution faces in marketing its services.	10	CO3
Q 7	<b>Critically differentiate</b> between factoring and forfeiting	10	CO3
Q 8	Critically <b>analyse</b> the <b>role</b> of a financial portfolio manager in enhancing investor wealth? OR <b>Evaluate</b> the <b>importance</b> of credit rating for companies planning to issue bonds.	10	CO3
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
Q 9	Choose a <b>real-life</b> financial company and <b>develop a promotional strategy</b> to effectively market its products and services to customers in urban areas of India. OR <b>Critically examine</b> the <b>evolution</b> of financial services in India, highlighting key milestones, growth phases, and challenges faced during the transformation.	15	CO4
Q 10	<b>Explain and analyze</b> the <b>role</b> of SEBI and RBI in promoting the growth and stability of financial institutions in India.	15	CO4

	<p>OR</p> <p><b>Explain and analyze</b> the <b>role</b> of treasury in integrated risk management in commercial banks.</p>		
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