



Name:

Enrolment No:

UPES

End Semester Examination, May 2025

Course: Marketing of Financial Services

Program: INT-BBA-MBA

Course Code: FINC2002_3

Semester: IV

Time : 03 hrs.

Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	All questions are compulsory		CO1
i	Financial services are primarily: A. Tangible products B. Intangible products C. Agricultural products D. Industrial goods	2	CO1
ii	Which of the following is a fund-based financial service? A. Letter of credit B. Leasing C. Credit rating D. Bank guarantee	2	CO1
iii	Factoring is used to: A. Provide equity finance B. Finance accounts receivables C. Raise public debt D. Offer insurance	2	CO1
iv	Venture capital is generally provided to: A. Government firms	2	CO1

	<p>B. Large corporations</p> <p>C. Early-stage startups</p> <p>D. NGOs</p>		
v	<p>The regulatory body for capital markets in India is:</p> <p>A. RBI</p> <p>B. SEBI</p> <p>C. IRDA</p> <p>D. SIDBI</p>	2	CO1
vi	<p>Passive portfolio management involves:</p> <p>A. Frequent buying and selling</p> <p>B. Attempting to beat the market</p> <p>C. Tracking market indices</p> <p>D. Investing in only IPOs</p>	2	CO1
vii	<p>The marketing mix in services is typically extended to:</p> <p>A. 4 Ps</p> <p>B. 7 Ps</p> <p>C. 5 Ps</p> <p>D. 3 Ps</p>	2	CO1
viii	<p>Forfaiting is commonly used in:</p> <p>A. Retail banking</p> <p>B. International trade finance</p> <p>C. Agricultural finance</p> <p>D. Mutual funds</p>	2	CO1
ix	<p>Which of the following is not a promotional tool?</p> <p>A. Advertising</p>	2	CO1

	B. Sales Promotion C. Budgeting D. Public Relations		
x	Customer Relationship Management (CRM) helps to: A. Decrease profit B. Improve customer retention C. Fire employees D. Increase product returns	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q 2	List any two fund-based and two non-fund-based financial services with characteristics (at least 3)	5	CO2
Q 3	Mention any two constraints faced in the growth of financial services in India.	5	CO2
Q 4	What is the significance of financial services in economic development?	5	CO2
Q 5	What is securitization? State any two characteristics	5	CO2
SECTION-C 3Qx10M=30 Marks			
Q 6	Discuss in detail the marketing mix applicable to financial services, with suitable examples .	10	CO3
Q 7	Explain the structure and key functions of treasury management in financial institutions. How does integrated treasury support decision-making? OR Explain different types of strategies adopted in portfolio management and the role of a portfolio manager.	10	CO3
Q 8	Analyze the impact of customer relationship management on service delivery and customer satisfaction in financial services.	10	CO3
SECTION-D 2Qx15M= 30 Marks			
Q 9	Assume you're the marketing head of a new-age digital bank . Propose a marketing strategy involving promotional tools and customer engagement practices. OR Discuss and analyse the components and relevance of Treasury and Asset Liability Management.	15	CO4
Q 10	Analyze the role of RBI and SEBI in regulating financial services in India.	15	CO4

	<p>OR</p> <p>Analyze how the pandemic affected the financial institution’s marketing approach. Discuss changes in consumer behavior and service delivery.</p>		
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