

Roll Number: \_\_\_\_\_

**Vidya Vikas Mandal's**

**Shree Damodar College of Commerce & Economics, Margao-Goa**  
**TY BBA(FS), Semester V (REGULAR) Semester End Assessment, November 2022**  
**Course Code: BFS DSEC 2 Course Title: Marketing of Financial Services**

**Duration: 2 hours**

**Max. Marks: 60**

**Instructions:**

1. Start each question on a fresh page.
2. Q.1. is compulsory.
3. The figures to the right indicate maximum marks.

**Q. 1. Write short notes on ANY FIVE from the following:**

**(05x04=20 Marks)**

1. 'Personalization' as a recent development in financial services marketing.
2. Rationale of Marketing Function.
3. 'Problem Identification' in Marketing Research Process.
4. Niche Marketing.
5. Utility of Digital Marketing.
6. Role of Ethics in society as a whole.

**Q. 2. Answer ANY ONE from the following:**

**(01x10=10 Marks)**

- A. Marketers try to predict the changes that might take place in future by monitoring the marketing environment. These changes may create threats and opportunities for the business. With these changes, marketers continue to modify their strategies and plans. The external marketing environment refers to several factors that directly or indirectly influence the organization's decisions related to marketing activities. Elaborate.

**OR**

- X. Marketing of financial services is turning out to be rewarding marketing business worldwide, especially in the context of increasing awareness and demand for the financial services. Several 'intangible' financial products exist under the umbrella of financial services. Discuss.

**Q. 3. Answer ANY ONE from the following:**

**(01x10=10 Marks)**

- A. A marketing information system (MIS) is intended to bring together disparate items of data into a coherent body of information making the information suitable for the purposes of decision making. The present day MIS consists of four major components. Elaborate.

**OR**

- X. Not every customer's preference and demand are the same. You cannot use a 'one-size-fits-all' approach for all your customers. This is what makes market segmentation important. It allows you to focus marketing efforts on the most valuable customers, reducing the number of resources spent



on marketing. Explain the various types of market segmentation with reference to an international financial advisory and consultancy service.

**Q. 4. Answer ANY ONE from the following:**

**(01x10=10 Marks)**

A. Though artificial intelligence products are constantly pushing the boundaries of invention and they have been developing for a long time, they are still in their introduction stage. The kind of innovation motor companies like Tesla has brought signals its growth stage. With constant upgrades and the innovation of smartphones, mobile phones are at their maturity stage. Modern tools like laptops, tablets, and phones have replaced typewriters by posing as more potent competitors, thus declining the revenues and demand for typewriters eventually. These situations indicate the existence of product life cycle stages through which every product or a service goes through, whether it is newly launched or it is already existing. Explain.

**OR**

X. The manipulation of prices, both upwards and downwards, offers enormous potential for increased profits. A famous study by McKinsey determined that for most companies, a 1% increase in price would generate an 8% increase in operating profit. However, if a small decrease in price results in a disproportionately high increase in sales, decreasing the price may be a worthwhile move. The key thing to remember is that you have to make the right move at the right time. This is where a carefully considered pricing strategy becomes useful. Price is one of the most important ways in which customers choose between different products and services, and knowing the optimum price that you should charge to maximise sales and profits is key to beating the competition. There exist different methods of determining the optimum price for different products and services. Discuss.

**Q. 5. Answer ANY ONE from the following:**

**(01x10=10 Marks)**

A. A sales process can act as a roadmap for your sales team to successfully move prospects through the necessary stages of the sales cycle till they are converted into customers. The best sales processes also include steps or stages that define how salespeople can keep customer relationships alive and thriving. Explain.

**OR**

X. The increased dependence of consumers on financial institutions and financial advisors brings into play the role of ethics. In an attempt to gain maximum share of the market pie, banks often resort to unethical marketing practices. Such practices not only endanger the interests of the customers but also put to stake the reputation of the bank. Outline the ethical issues of bank marketing with the help of the 7Ps of marketing mix.

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