

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
TY BBA(FS), Semester-VI (Repeat) Semester End Assessment November 2022
BFS DSEC 6: Marketing of Financial Services

Duration: 2 hours**Max. Marks: 60****Instructions:**

- *Start each question on fresh page.*
- *Figures to the right indicate maximum marks.*
- *Q.1 is compulsory, however internal choice is available.*
- *Answer any four questions from Q.2 to Q.6.*

Q.1. Write short note on any five of the following:**(5x4 = 20 marks)**

- a. Underwriting of Shares.
- b. Marketing Information System.
- c. Market Positioning
- d. Online Marketing.
- e. Personal Selling.
- f. Market Research.

Q.2. Target marketing enables firms to capitalize on the respective market segment. With reference to this statement, explain the target market strategies. **(10 marks)**

Q.3. Explain the importance of "Price" and "Place" in marketing mix. **(10 marks)**

Q.4. Market segmentation assists the organization to identify their profitable market segments and enable the organization to allocate its marketing resources effectively.

In the light of the above statement, appraise the different bases for market segmentation. **(10 marks)**

Q.5. Classify the various financial products that can help to grow the amount of money to meet various future financial goals of the organization. **(10 marks)**

Q.6. Advertising is not a game, because if advertising is done properly, both the buyer and the seller benefit from it. Explain. **(10 marks)**