Dr. Babasaheb Ambedkar Open University
Term End Examination July – 2018

Course	:	**BBAIB**	**Date**	:	**25-07-2018**
Subject Code	:	**BBAIB-208**	**Time**	:	**11:00am to 02:00pm**
Subject Name	:	**Marketing of Financial Product and Services**	**Duration**	:	**03 Hours**
			Max. Marks	:	**70**

Section A

Answer the following (Attempt any three) **(30)**

1. Who is NRI? Explain in detail the provisions related to the same.
2. What is Depositary Services? Explain in details various types of Depositary Services.
3. What is Credit Rating? Explain the process of Credit Rating done by companies.
4. What are financial products? Explain the major types of financial products available in India.
5. Explain the meaning and types of Financial Services.

Section B

Answer the following (Attempt any four) **(20)**

1. Write a note on Behavioral Models.
2. Differentiate between Marketing Concept and Production Concept.
3. Write a short note on Write a short note on Marketing of Financial products in India.
4. Differentiate between Goods and Services.
5. Distinguish between Marketing and Selling
6. Write a short note on Product Life Cycle.

Section C

Part – A (Multiple Choice Questions) **(10)**

1 Influential factor of behavior of customer in banking is not.
- A Location
- B Return
- C Safety
- D Income

2 Break Even Point in Business means
- A Loss recovery point
- B Increase in profit
- C No Profit no loss
- D None of the above

3 Many people want BMW, only few are able to buy, this is an example of
- A Need
- B Demand
- C Want
- D Status

4 Following is not a type of marketing concept
- A Production concept
- B Societal Marketing Concept
- C Selling Concept
- D Supplier Concept.

5 Insurance service is regulated by
- A SEBI
- B RBI
- C IRDA
- D ICAI

6 Equity shares means
- A Risky asset
- B Ownership
- C Regular income
- D Both A and B

7 How many stages are there in PLC

A Two B Five

C Three D Four

8 Banking services in India are regulated by

A SEBI B RBI

C IRDA D ICAI

9 Marketing is the process which aims at

A Production B Satisfaction of customer needs

C Profit Making D Selling products

10 Following are the criteria to identify a "Service"

A It is intangible B No transfer of ownership

C It is an activity or process D All of the above

Part – B (Do as Directed) (10)

Each question is of 5 Marks.

1 How marketing of Financial Product and an Ordinary Product will be different? Explain the same with examples of your choice.

2 Write a short note on Customer Value and Satisfaction.