

Dr. Babasaheb Ambedkar Open University
Term End Examination January – 2019

Course	: PGDF	Date	: 15/02/2019
Subject Code	: PGDF-103	Time	: 03:00pm to 06:00pm
Subject Name	: Financial Markets	Duration	: 03 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three) (30)

1. How will you describe nature and role of Financial System?
2. Elaborate roles of the Reserve Bank in the Money Market in detail.
3. Which are the types of Financial Services? Explain in detail.
4. Write a detailed note on Credit rating.
5. Elaborate: Types of Pension Plan

Section B

Answer the following (Attempt any four) (20)

1. What do you think about different Money Market Instruments? Write in your words.
2. Explain Marketing Mix for Financial Services with proper explanation.
3. Write a short note on Short term deposit.
4. In bank marketing context, which values are required?
5. Briefly describe seven activities that constitute customer relationship marketing / after marketing.
6. What are the main drivers for globalization? Write in brief.

Section C

Part – A (Multiple Choice Questions) (10)

- 1 The _____ system plays the key role in the economy by stimulating economic growth.
A Financial B Organizational
C Market D None of the above
- 2 _____ is/are service providers in the market..
A RBI B Intermediaries
C Government D None of the above
- 3 The _____ markets consist of the primary market, where new issues are distributed to investors.
A Capital B Secondary
C Government D None of the above
- 4 The _____ services industry both nationally and internationally is one of the most dynamic and rapidly growing sectors of the economy.
A Financial B Banking
C Airline D None of the above

- 5 In developing a _____ strategy for financial services, marketers would thus need to go through a two steps process.
A Sales
B Financial
C Marketing
D None of the above
- 6 While making even the simplest purchase, consumers go through a complicated _____ process.
A Mental
B Money
C Neutral
D None of the above
- 7 _____ life cycle was based on variables like marital status, number and ages of children, work status and age.
A Process
B Product
C Family
D None of the above
- 8 Total _____ consists of more than the monetary cost.
A Producer cost
B Customer cost
C Variable cost
D Fixed cost
- 9 A _____ price can achieve higher growth in sales volume but may affect the profit level adversely.
A Low
B High
C Average
D None of the above
- 10 The globalization of financial services is creating a _____ effect on the financial firms and companies making them more effective and productive.
A Marketing
B Demand
C Pressure
D None of the above

Part – B (Do as Directed)

(10)

State whether the following statements are true or false

- 1 Money Market is the part of financial market where instruments with high liquidity
and very short-term maturities are traded.
- 2 To regulate the business of the stock market and other securities market is the
function of RBI.
- 3 Financial services are usually customer focused.
- 4 Branch locations often tend to be concentrated in larger shopping centers.
- 5 The advertising moves the consumer to the product.
- 6 ATMs are much efficient in cost savings, time and labour.
- 7 Service quality is equipment, not the culture.
- 8 The capital market includes long term securities.
- 9 A gratuity is an agreement to provide regular monthly income during a person's
post-retirement life.
- 10 The risk of price increases, which erode the purchasing power of the lifetime
savings, is called inflation risk.