



Name:
Enrolment No:

UPES

End Semester Examination, December 2024

Course: Marketing of Financial Services
Program: INT-BBA-MBA-V
Course Code: FINC3050_3

Semester : 5
Time : 03 hrs.
Max. Marks: 100

Instructions:

- **Section A has 20 objective-type questions. All are compulsory (Total marks 20 marks)**
- **Section B has 4 questions of 5 marks each. All are compulsory. (Total marks 20)**
- **Section C has 3 Questions of 10 marks each, out of which 2 Questions are compulsory and 1 internal choice to attempt any one. (Total marks 30)**
- **Section D has 2 Questions of 15 marks each, out of which 1 Question is compulsory and 1 Question have internal choice to attempt any one. (Total Marks 30)**

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	What is the primary role of SEBI in regulating the marketing of financial services in India? a) Controlling inflation b) Protecting investors and ensuring fair market practices c) Managing foreign exchange reserves d) Implementing monetary policy	2	CO1
Q 2	FEMA is primarily responsible for which of the following aspects in financial services marketing? a) Controlling misleading advertisements b) Regulating foreign exchange transactions c) Licensing financial institutions d) Monitoring stock market activities	2	CO1
Q 3	Which of the following is a key objective of liquidity management? a) Maximizing profits regardless of risks b) Balancing inflows and outflows to maintain operational stability c) Promoting financial products in international markets d) Mitigating credit risk in long-term loans	2	CO2
Q 4	Translation exposure in financial services refers to: a) The risk arising from language translation in marketing b) The risk of exchange rate changes affecting the value of financial	2	CO1

	<p>statements</p> <p>c) The risk of losing customers due to poor service quality</p> <p>d) The risk of cultural miscommunication</p>		
Q 5	<p>What is the primary goal of Asset-Liability Management (ALM) in financial services?</p> <p>a) Maximizing advertising revenue</p> <p>b) Aligning assets and liabilities to manage risks like interest rate and liquidity risk</p> <p>c) Increasing the market share of financial services</p> <p>d) Promoting investment products to retail customers</p>	2	CO1
Q 6	<p>The current ratio is primarily used to evaluate:</p> <p>a) The effectiveness of marketing campaigns</p> <p>b) A company's ability to meet short-term obligations</p> <p>c) Customer satisfaction levels</p> <p>d) The profitability of financial products</p>	2	CO2
Q 7	<p>Which of the following regulatory bodies monitors cross-border marketing of financial services in India?</p> <p>a) SEBI</p> <p>b) RBI</p> <p>c) FEMA</p> <p>d) Ministry of Finance</p>	2	CO2
Q 8	<p>The formula for the current ratio is:</p> <p>a) Current liabilities ÷ Current assets</p> <p>b) Current assets ÷ Current liabilities</p> <p>c) Net income ÷ Total liabilities</p> <p>d) Total assets ÷ Total liabilities</p>	2	CO2
Q 9	<p>Transaction exposure primarily deals with:</p> <p>a) Advertising budgets for international campaigns</p> <p>b) The risk of currency fluctuations in future cash transactions</p> <p>c) Identifying new markets for financial services</p> <p>d) Ensuring compliance with local advertising regulations</p>	2	CO1
Q 10	<p>A high current ratio indicates:</p> <p>a) The company may have excessive liquidity, reducing efficiency</p> <p>b) The company is at risk of insolvency</p> <p>c) The marketing campaigns are highly successful</p> <p>d) The company has low short-term liquidity</p>	2	CO2

SECTION B			
4Qx5M= 20 Marks			
Q 11	Explain the term Financial Services and elaborate its types.	05	CO 2
Q 12	Distinguish between operating vs financial lease.	05	CO 3
Q 13	Interpret Portfolio Management and its types.	05	CO 3
Q 14	Highlight the importance of Financial Services in detail.	05	CO 2
SECTION-C			
3Qx10M=30 Marks			
Q 15	Explain the term Factoring and highlight the process involved in it.	10	CO 4
Q 16	Infer the functions of Treasury Management in depth.	10	CO 4
Q 17	Highlight and elucidate the different forms of Fund Based Financial Services. Or Narrate the five stages of Venture Capital in depth.	10	CO 3
SECTION-D			
2Qx15M= 30 Marks			
Q 18	Analyse the different types of Mutual Funds based on Asset, investment and structure.	15	CO 3
Q 19	Explicate the process followed by Credit Rating Agencies to provide credit ratings to an organization. Or Elucidate the term financial product and elaborate the 4 P's of marketing the financial products/services.	15	CO 4