

GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY, ODISHA, GUNUPUR (GIET UNIVERSITY)

B. B. A (Sixth Semester) Examinations, April 2025

21BBAPC36002 - Marketing of Financial Services



Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A

(2 x 10 = 20 Marks)

Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. What financial products and services do businesses use to manage their money and achieve their financial goals?	CO1	K1
b. Can you briefly explain the terms "green products" and "global online marketing"?	CO1	K1
c. Can you provide a brief explanation of the stock market and currency exchange?	CO2	K2
d. Can you explain what the OTC Market is?	CO2	K2
e. Could you briefly explain the concepts of money markets and capital markets?	CO3	K2
f. Briefly explain the equity and debt markets with examples?	CO3	K2
g. What does the product concept mean in financial services, with examples?	CO4	K1
h. How do Salesforce, HubSpot, and Zoho CRM differ from each other?	CO4	K1
i. What is ROI, and can it be negative?	CO5	K1
j. Can you explain the role of a State Bank as an executor, with an example?	CO5	K1

PART – B

(8 x 5 = 40 Marks)

Answer **all** the questions

	Marks	CO #	Blooms Level
2. a. What are the key factors and components that define the business environment of the financial services sector, and how do they influence the operations, growth, and overall performance of businesses within this industry?	8	CO1	K3
(OR)			
b. How are marketing practices changing due to technology, consumer behavior, sustainability, globalization, and digital platforms?	8	CO1	K3
3.a. What are financial markets, and what are their primary functions in supporting economic activity?	8	CO2	K2
(OR)			
b. How are financial markets classified, and what are the main characteristics of each category?	8	CO2	K3
4.a. Why is CRM important in the marketing of financial services, and how does it help businesses build strong customer relationships and improve their marketing strategies?	8	CO3	K3
(OR)			
b. How does CRM support relationship marketing, and can you provide examples of how businesses use it to build and maintain customer relationships?	8	CO3	K3
5.a. Can you describe the key steps in the organizational buying process and identify who participates in it?	8	CO4	K3
(OR)			

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| b. | What are Institutional and Government Markets, and can you provide short notes on their characteristics with relevant examples?
(OR) | 8 | CO4 | K2 |
| 6.a. | Why is it crucial for companies to provide accurate data to credit information bureaus, and what role do banks play in supporting businesses and individuals within the economy?
(OR) | 8 | CO5 | K3 |
| 6.b. | <ul style="list-style-type: none"> • <u>Case Study: The Role of Banks in Business Growth:</u> • Sarah is a small business owner who sells handmade candles. She started her business from home and used cash for all transactions. As her business grew, she faced difficulties in managing her money, keeping track of sales, and ensuring customer payments were safe. • One day, Sarah visited a bank to open a business account. The bank provided her with a checking account, a savings account, and an option to apply for a small business loan. With the checking account, she was able to accept digital payments, pay suppliers easily, and track her expenses. The savings account helped her keep extra money for future needs. The bank also guided her on applying for a loan to expand her business. • After a year, Sarah's business improved because of better money management, and she was able to open a small shop. <ol style="list-style-type: none"> 1. <u>What problems did Sarah face before using a bank?</u> 2. <u>How did the bank help Sarah?</u> 3. <u>Why is a business account important?</u> 4. <u>How did the bank's loan option benefit Sarah?</u> 5. <u>What is the main role of banks in businesses?</u> | 8 | CO5 | K3 |

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