

SUBIM (Sem-III) (November-17)  
Subject - Marketing of Investment Products

Duration - 2 hrs

Total Marks - 75

Model Answer / Marking Scheme

- Q.1) A)
- 1) Marketing
  - 2) Selling
  - 3) Political
  - 4) Hybrid
  - 5) heterogeneous
  - 6) 7
  - 7) CRM
  - 8) data-mining
  - 9) predatory
  - 10) break-even

- B)
- |          |          |
|----------|----------|
| 1) True  | 6) False |
| 2) True  | 7) False |
| 3) False | 8) True  |
| 4) False | 9) True  |
| 5) True  | 10) True |

- Q.2) a) Meaning of marketing - (02 marks)  
Marketing orientations (06 marks)  
- production, product, selling  
marketing, customer, societal marketing
- b) Goods service continuum - (07 marks)  
OR
- P) Demographic environment - (04 marks)  
Cultural environment - (04 marks)
- Q) Meaning of service marketing - (02 marks)  
Characteristics - (05 marks)  
- intangibility, inseparability, variability,  
perishability, ownership.

Q-3) a) Methods of pricing - 08 marks.

- cost plus, mark up, break even, target return, marginal cost, early cash recovery, differentiated, perceived value pricing, sealed bid

b) Meaning of CRM - 02 marks  
Implementation of CRM - 05 marks

OR

P) Pricing policies - 08 marks.

- Skimming pricing, penetration pricing, follow the leader, differential trade margins, ~~to~~ transfer pricing, total pricing, predatory flexible.

Q) ~~Benefit~~ Meaning of market segmentation - 02 marks  
Benefits = 05 marks.

Q-4) a) Meaning of consumer buying behaviour - 01 mark.  
Stages - 07 marks.

- need recognition, information search, evaluation of alternatives, purchase decision, post purchase behaviour.

b) Need and importance of competition analysis - 07 marks.

OR

P) Porter's five forces model - 08 marks

- threat of new entrants  
- threat of substitutes  
- Bargaining power of customers  
- Bargaining power of suppliers  
- Industry rivalry.

Q) Market entry strategies - 07 marks.  
- Joint ventures, Franchising,  
one country production base, licensing,  
production sharing, acquisitions,  
green field development, turnkey  
operations, BOT

Q-5) a) E-marketing meaning - 02 marks.  
Objectives - 06 marks.

b) Search Engine Optimization - 07 marks

OR

- Q-5) a) Blogging - 05 marks.  
b) Online advertising - 05 marks  
c) Social media marketing - 05 marks  
d) Email marketing - 05 marks  
e) Relationship building medium - 05 marks

