

**M. Com. 3rd Semester Examination, 2023**  
**FINANCIAL SERVICES AND MARKETING**

**PAPER — COM-302**

*Full Marks : 50*

*Time : 2 hours*

*The figures in the right hand margin indicate marks*

*Candidates are required to give their answers in  
their own words as far as practicable*

**COM-302.1**

1. Answer any **two** of the following questions : 5 × 2

(a) 'Once a rating is assigned and published, the rating agency keeps the rating under surveillance until the security is fully repaid.' - Demonstrate the statement.

(b) *Discuss the features of financial lease.*

(c) Write a short note on 'Underwriting activity' as an important function of a Merchant Banker.

2. Answer any **one** of the following questions :

10 × 1

(a) (i) Briefly discuss the need of factoring with special reference to India.

(ii) What are the basic differences between factoring services and forfeiting services?

5 + 5

(b) (i) What are the essential areas to be covered by a VCU to write a business plan for Venture Capital?

(ii) Discuss the different style of investment nurturing.

7 + 3

### COM-302.2

3. Answer any **two** of the following questions :

5 × 2

(a) What is market segmentation, and how does it contribute to the effectiveness of marketing strategies?

(b) Discuss the role of product packaging in influencing consumer perception, and how it contributes to the overall success of a product in the market.

(c) Explore the factors that influence the choice of promotion mix in marketing strategies.

4. Answer any **one** of the following questions : 10 × 1

(a) (i) Analyze the importance of branding in establishing a unique identity for a product.

(ii) What are the steps involved in setting prices for products, and how do businesses determine the optimal pricing strategy for a particular product or service? 4 + 6

(b) (i) What is digital marketing, and how has it transformed the landscape of traditional marketing approaches?

- (ii) What is customer relationship management (CRM), and how does it contribute to building and maintaining strong relationships with customers throughout their journey with a brand?

4 + 6

**[ Internal Assessment – 10 Marks ]**

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