

KAMARAJ COLLEGE (Autonomous)

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(Affiliated to ManonmaniamSundaranar University, Tirunelveli)

(4 Pages)

Reg. No:.....

Question Code: 26E04003

Course Code : 25USDM21

UG Degree - End Semester Examinations, April 2026

Second Semester

B.B.A DIGITAL MARKETING

Monetary Marketing

(For those who joined in June 2025 onwards)

Time : 3Hours

Maximum : 75 Marks

PART - A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer :

- CO:1 1. ___ is the organizations, institutions that provide long term
K:2 funds.
- (a) Capital market (b) Money market
(c) Primary market (d) Secondary market
- CO:1 2. Which practice ensures ethical behavior in financial institutions?
K:1
- (a) False promises (b) Compliance with regulations
(c) Aggressive persuasion (d) Price manipulation
- CO:2 3. Family influence on financial decisions is an example of a:
K:2
- (a) Psychological factor (b) Personal factor
(c) Social factor (d) Economic factor
- CO:2 4. Which of the following is a unique characteristic of financial
K:1 services that complicates market research?
- (a) Tangibility (b) Perishability and
Inseparability
(c) Standardization (d) Ease of storage
- CO:3 5. What is Content Marketing mainly about?
K:1
- (a) Creating valuable and relevant content (b) Making flashy advertisements
(c) Ignoring search engines (d) Using only paid promotion

- CO:3 6. Which AI technology is commonly used for customer support in
K:1 banks?
(a) Virtual Reality (b) Blockchain
(c) Chatbots (d) Quantum Computing
- CO:4 7. Which payment mode is used for making bulk payment of
K:1 amounts?
(a) RTGS (b) NEFT
(c) IMPS (d) ECS Credit
- CO:4 8. Which of the following is a common tool used for marketing
K:1 automation?
(a) Ledger book (b) CRM software
(c) Filing cabinet (d) Typewriter
- CO:5 9. What is the ethical approach to customer data in marketing?
K:1
(a) Selling data without consent (b) Using data responsibly with customer permission
(c) Sharing passwords internally (d) Ignoring privacy policies
- CO:5 10. Hyper-personalization in financial marketing is driven by:
K:2
(a) Guesswork (b) Customer data and analytics
(c) Traditional surveys only (d) Random targeting

PART - B (5 X 5 = 25 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 250 words.

- CO:1 11. (a) Define Monetary Marketing and explain its scope.

K:2

(OR)

- (b) Explain the decision-making process in financial purchases.

- CO:2 12. (a) Determine the factors influencing consumer decisions in
K:3 financial services.

(OR)

- (b) Discuss the need for Customer Relationship Management (CRM) in financial services.

- CO:3 13. (a) Elaborate the importance of Search Engine Optimization (SEO) for financial websites.

K:4

(OR)

- (b) Infer the term PPC advertising and discuss its benefits in monetary marketing.

- CO:4 14. (a) Mention the key factors influencing customer experience in e-commerce financial services.
K:2

(OR)

- (b) Identify the role of digital payment systems in improving customer experience.

- CO:5 15. (a) Explain the need and importance of cyber security in financial services.
K:2

(OR)

- (b) Describe the risks involved in financial marketing Campaigns with example.

PART - C (5 X 8 = 40 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 500 words.

- CO:1 16. (a) Classify the key differences between traditional marketing and digital marketing in the financial industry.
K:3

(OR)

- (b) Discuss the regulatory and ethical considerations in financial marketing.

- CO:2 17. (a) Examine the various market research tools used for monetary marketing.
K:4

(OR)

- (b) Explain the ethical implications involved in targeting financial customers.

- CO:3 18. (a) Determine whether social media can be used by financial services.
K:3

(OR)

- (b) Illustrate the benefits of using digital marketing in the financial Sector.

- CO:4 19. (a) List and explain the factors contribute to the successful implementation of omnichannel strategies.
K:4

(OR)

(b) Examine the concept of marketing automation in financial services and discuss its benefits in the financial sector.

CO:5 20. (a) Identify the best practices and strategies Implementation for ensuring data privacy in financial services with examples.
K:3

(OR)

(b) Discuss the current and future trends in financial marketing with suitable examples.