

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
Course: PGDM (Financial Services/Core/IB)+MMS Batch: 2018 - 20
Subject: Marketing of Financial services
Trim: IV TRIM END TERM EXAM

Date of Exam: 21st September Duration: 2 hours

Marks : 25

Instructions:

1. The exam will be open book; you may bring your notes, any other material with you also.
2. As per requirement, net access through institute facility is available
3. Please bring your laptops to type in your answers as MS Word / PDF file. The name of the file will be 'first name_Last Name_CourseName_MFS' without spaces. Example is Rahul_Upadhyay_IB_MFS
4. You will be required to generate a hash code for your answer document in the examination hall. [The method of generating will require you to download and install a software on your laptop. Instructions for that are provided below and have been shared earlier.]
5. The answer sheet will be just one-half page with the following information:
 1. Your name, 2. File name, 3. The Hash Code generated
6. Before midnight, exam day, you will send the final answer file to email id: raghav.g@somaiya.edu Please do not even open the answer file - just mail it as it was when you generated the hash code in the exam hall. Any change will be detected as the hash code we would generate will not match the one you have provided.

Any variation in the hash code will be considered as cheating and institute standard policy will be applicable

Download the following from the net and install the software on your laptops.

- a. Go to <https://quickhash-gui.org/downloads/>

b. Choose the right download for your OS and Architecture

c. Ensure that you are comfortable generating hash codes for files.

Exam Paper

Q. 1: _____

Case Study

Indiahikes started as a trek documentation organization in order to explore, write and document treks. Today, Indiahikes is most widely recommended trekking company. The founder pivoted a decade back as a travel operator & tour guide focused on great Himalayan treks. The company has been focused on innovation in way of trek organization so as to maintain the ecology of the meadows and treks in upper Himalayas.

Innovation at Indiahikes

- 1) India hikes brought in a culture of trek leadership, which in turn turned the focus on safety. Indiahikes brought in safety devices and protocols that changed the face of Indian trekking. Today, it has become a lot safer to trek in India because of these systems.
- 2) For nearly 8 years now, Indiahikes has funded the Green Trails project to leave the mountains in a better condition. From specially designed equipment to waste segregation and cleaning of trails, Indiahikes is pushing the boundaries to be a responsible organization

For above reasons, Indiahikes attracts more than 15000 first time trekkers annually.

The founders are now exploring the next push for growth. They are set on low customer retention number at 12% and any improvement in customer repeatability will be great for bottom line

You are the head of strategy for outdoor experiences company Indiahikes. The founder Sandhya is set to look at adding a financial product bundle to increase customer repeatability. You have been given a marketing budget of 1 million \$ to take this vertical off the ground.

You have to design a financial product / products bundle and prepare a marketing plan

for the founders to approve that is within approved budget of 1 million \$ and promises great returns. You are hired from SIMISR with a strong pedagogy and have responsibility to prove your mettle. You remembered the concepts of MFS class and got down to writing the complete marketing plan which goes like this

*****End of Paper*****