

MMPB – 005

**Master of Business Administration (MBA)/ Master of Business Administration
(Online) MBA(OL)/ Master of Business Administration (Banking and Finance)
(MBF)/ Post Graduate Diploma in Service Management (PGDISM)**

ASSIGNMENT

For

July 2025 and January 2026 Semesters

MMPB – 005: MARKETING OF FINANCIAL SERVICES

**Last date of submission for July 2025 Semester is 31st October 2025
and for January 2026 Semester is 30th April, 2026)**



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MMPB – 005
Course Title	:	Marketing of Financial Services
Assignment Code	:	MMPB – 005/TMA/JULY/2025
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2025 Semester is 31st October 2025 and for January 2026 Semester is 30th April, 2026.

1. How would you apply the extended marketing mix (7 Ps) to promote a new financial product, such as a savings scheme or loan service, in a competitive market? Discuss with example.
2. As a newly appointed Branch Manager of a public sector bank in a semi-urban area, what specific strategies will you implement to attract and retain customers? Consider local demographics, digital adoption, service delivery, and community engagement in your answer.
3. In the context of rising competition in the banking sector, how can a bank enhance its service quality to improve customer value and satisfaction? Provide practical examples of initiatives or tools that can be used to monitor and boost these key service dimensions.
4. Discuss core customer benefits of investing in insurance products and suggest innovative marketing strategies that could increase insurance penetration, especially in rural or underinsured segments.
5. How is the adoption of emerging technologies such as AI, blockchain, UPI, and mobile banking apps transforming the Indian financial sector? Illustrate with examples how these technologies are improving customer experience, reducing transaction costs, and enabling financial inclusion.