

MS - 423

Master of Business Administration (Banking & Finance) (MPB)

ASSIGNMENT

for

January 2026 and July 2026 Sessions

**(Last date of submission for January 2026 session is 30th April, 2026
and for July 2026 sessions is 31st October, 2026)**

MS - 423: Marketing of Financial Services



School of Management Studies

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

Course Code	:	MS - 423
Course Title	:	Marketing of Financial Services
Assignment Code	:	MS - 423/TMA/JAN/2026
Coverage	:	All Blocks

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

1. What are services? How are services different from physical products? What special features do services have, and how do these features affect the marketing of financial services?
2. What are the main behavioural models used to understand how customers make buying decisions? How are these models useful for marketing?
3. What are the different ways banks deliver their services to customers? Explain the electronic or digital methods used for providing financial services.
4. What features do investors usually look for in mutual fund schemes? How do mutual funds make their products stand out from others?
5. How has information technology changed business and the economy? Explain its impact, especially on international business.