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MS-423

MANAGEMENT PROGRAMME
(MBF)

Term-End Examination
December, 2024

MS-423 : MARKETING OF FINANCIAL SERVICES

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any **five** questions. All questions carry equal marks.

1. Discuss the characteristics of 'Services'. Explain various marketing orientations and discuss which marketing orientation is appropriate for marketing of Financial Services.
2. How does Stimulus Response Theory work in marketing ? Explain and discuss in detail the marketing applications of Marshallian model and Pavlovian model.

3. What is Product Life Cycle ? Explain the application of product life cycle concept to marketing of bank products.
4. Describe different types of branches used by financial institutions to deliver various types of services to different types of customers. Also discuss the electronic methods used by banks for rendering such services.
5. What is Merchant Banking ? What functions are performed by a merchant banker in pre-issue and post-issue activities ?
6. Explain the term 'Pension Funds' and discuss the different types of Pension Plans. What are the risks generally faced by Pension Funds ?
7. What are the issues in marketing of Financial Services ? Discuss the stages in formulating a financial services marketing strategy. Explain the types of marketing strategies for financial services.

8. Write short notes on any *four* of the following :

- (a) Self-regulatory Organisations
- (b) Role of Brand in Bank Marketing
- (c) Product Mix
- (d) Internet Banking
- (e) Referral Markets
- (f) Project Report

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