

No. of Printed Pages : 2

MMPB-005

**MASTER OF BUSINESS
ADMINISTRATION
(BANKING AND FINANCE) (MBF)
Term-End Examination
December, 2025
MMPB-005 : MARKETING OF FINANCIAL
SERVICES**

Time : 3 Hours

Maximum Marks : 100

(Weightage 70%)

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

1. Discuss the Service characteristics and explain the marketing mix for Financial Services.
2. Explain Marshallian Economic Model and Pavlovian Learning Model. Discuss the marketing application of these models.

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3. Discuss the role of NBFCs in Indian economy. Describe their utility in last mile delivery of financial services.
4. What is Relationship Marketing ? How it can be used to attract customers ?
5. What are pre and post issue activities performed by issue managers ? Describe.
6. Explain the classification of Mutual Fund schemes. Describe the performance based differentiation strategies used to promote various schemes of mutual funds.
7. What is Digital Marketing ? Describe the digital marketing tools relevant to financial services.
8. What are economic frictions and forces in financial services ? Discuss the impact of digital innovations on key economic frictions.

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