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**MS-423**

**M. B. A. (BANKING AND FINANCE)  
(MBF)**

**Term-End Examination**

**December, 2025**

**MS-423 : MARKETING OF FINANCIAL  
SERVICES**

*Time : 3 Hours*

*Maximum Marks : 100*

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

(ii) All questions carry equal marks.

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1. Explain the role of Financial Services Market. Discuss the various types of Financial Services Markets in India.
2. Discuss Marketing as a functional area of Management. Explain the various marketing orientations and discuss, which marketing orientation is appropriate for marketing of Financial Services.

3. What is Product Life Cycle ? Explain the application of Product Life Cycle concept to marketing of Bank Products.
4. Define 'Customer Value' and 'Customer Satisfaction'. In the context of bank marketing which values are more important ? Discuss the factors influencing consumer behaviour in Banking.
5. What do you understand by Issue Management ? Explain the role performed by an Issue Manager in Pre-issue and Post-issue activities.
6. Explain the various aspects of appraisal of a project contained in a Project Report. Discuss the main sources of financing a project.
7. Why is marketing of Insurance Services required ? What are the limitations in Marketing of Insurance Services ? Explain how effective marketing will be useful in enhancing the Insurance Business.

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

- (a) Marketing applications of Marshallian model
- (b) Referral markets
- (c) Functions of Portfolio Manager
- (d) Asset Management Company of Mutual Funds
- (e) Individual Perception
- (f) Benefits of Internet Banking

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