

**MASTER OF BUSINESS
ADMINISTRATION
(BANKING AND FINANCE)
(MBF)**

**Term-End Examination
June, 2025**

**MMPB-005 : MARKETING OF FINANCIAL
SERVICES**

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

1. Explain various 'Marketing Orientations' and discuss their application in marketing of financial services.
2. Explain the concept of Product Life Cycle. Describe the application of product life cycle concept for marketing of banking products.

3. Describe the various types of Bank Branches. Explain the electronic method of distributing financial services.
4. What do you understand by Customer Value and Satisfaction ? Discuss the factors influencing consumer behaviour in banking.
5. List the various types of insurance services and discuss the scope for growth of insurance services in India. What strategies should be adopted for effective marketing of insurance services ?
6. Discuss the need for Pension Funds. Describe the types of pension plans and explain the risk associated with pension funds.
7. What is Digital Marketing ? Discuss the important aspects that are taken into consideration for developing digital marketing strategy for financial services.
8. Discuss the application of analytics in the following :
 - (a) Understanding Customers (sentiment)
 - (b) Cross-selling and Up-selling

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