

**MANAGEMENT PROGRAMME
(MBF)**

Term-End Examination

June, 2025

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

Time : 3 Hours

Maximum Marks : 100

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

(ii) *All questions carry equal marks.*

1. What are Needs and Motives ? Explain the influence of an individual's needs and motives on individual perception.
2. Define the term 'Brand' and discuss the advantages of branding. Describe the role of brand in Bank marketing.

3. What are pricing objectives ? Discuss the different methods used for pricing the products in a bank. How do banks decide the prices of their products ?
4. Explain the sources of Project Financing and discuss the different innovative project financing techniques.
5. What is Mutual Fund ? Discuss the benefits of investing in mutual funds. Describe the different mutual fund schemes offered to investors.
6. Discuss the need for Marketing Insurance Services. What are the limitations in Marketing of Insurance Services ? Discuss the strategies for effective marketing of Insurance Services.
7. Discuss the important drivers for globalization of financial services. Explain the main imperatives that financial service providers should follow in the lights of evolving effective marketing practices.

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

- (a) Treasury Bills
- (b) Internet Banking
- (c) Product Mix
- (d) Working Capital
- (e) Factoring
- (f) Project Report

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