

M. B. A. (BANKING & FINANCE)
(MPB)

Term-End Examination

June, 2026

**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. Describe the characteristics of 'Services'. Explain the concept of Marketing Mix for Financial Services and discuss how each "P" is important in the context of Marketing of Banking Services.
2. What is Individual Perception ? Explain the influence of an individual's needs and motives on Individual Perception. Discuss how family influences buying behaviour.

3. Define the term 'Brand' and 'Branding'.
What are the advantages of branding to customers and banks ? Describe the role of brand in bank marketing.
4. Describe various types of branches used by Financial Institutions to deliver different types of services to heterogeneous group of customers. Also discuss the electronic methods used by banks for rendering such services.
5. What are the Sources of Project Financing ?
Discuss the Innovative Project Financing Techniques.
6. How are Mutual Funds classified ? Explain the roles and responsibilities of each constituent of the Mutual Fund.
7. What are Pension Funds ? Discuss the risks that are associated with Pension Funds.
What are the General Guidelines for Pension Funds Investment ?

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

- (a) Self-Regulatory Organisations
- (b) Credit Rating
- (c) Marketing applications of Pavlovian Model
- (d) Letter of Credit
- (e) Portfolio Management
- (f) Product Life Cycle

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