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MS-423

**MANAGEMENT PROGRAMME
(BANKING AND FINANCE) (MPB)**

Term-End Examination

December, 2023

MS-423 : MARKETING OF FINANCIAL SERVICES

Time : 3 Hours

Maximum Marks : 100

(Weightage : 70%)

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

1. Explain the characteristics of services and describe the differences between services and products.
2. Explain the Marshallian and Pavlovian behavioural models. Describe the marketing application of these models.

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3. Explain the concept of Product Life Cycle (PLC) and describe its applications in marketing of banking products.
4. Discuss the objectives of pricing of banking products and services. Explain the various methods used for pricing of banking services and products.
5. What is Securitization ? Describe the features and process of Securitization. How can banks market Securitization services ?
6. Describe the various aspects covered in a Project Report. Enumerate the key sources of project finance and discuss new financial instruments used for project financing.
7. Describe the various types of Insurance Services. Discuss the strategies for effective marketing of insurance services.
8. What are the key drivers for globalisation of financial services ? Describe the opportunities that globalisation provides for financial service providers.