

**MMPB-005**

**Master of Business Administration (MBA)/ Master of Business  
Administration (Online) MBA(OL)/Master of Business Administration  
(Banking & Finance) (MBF)/Post Graduate Diploma in Services  
Management (PGDISM)**

**ASSIGNMENT**

**For**

**January 2025 and July 2025 Sessions**

**MMPB 005: Marketing of Financial Services**

**(Last date of submission for January 2025 session is 30<sup>th</sup> April, 2025  
and for July 2025 sessions is 31<sup>st</sup> October, 2025)**



**School of Management Studies**

**INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
MAIDAN GARHI, NEW DELHI – 110 068**

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MMPB 005</b>
<b>Course Title</b>	<b>:</b>	<b>Marketing of Financial Services</b>
<b>Assignment Code</b>	<b>:</b>	<b>MMPB 005/TMA/JAN/2025</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2025 session is 30<sup>th</sup> April, 2025 and for July 2025 session is 31<sup>st</sup> October, 2025.**

1. What is Marketing Mix ?Why is the marketing mix of services extended to include three more Ps .Explain the significance of people ,process and physical evidence for financial services of your choice.
2. As a Branch Manager, Discuss the various strategies you will apply to attract customers in your branch.
3. Explain the concept of service quality, customer value and customer satisfaction in context of banking services.
4. Discuss the role of Financial Sector in the Indian Economy. List the various benefits of insurance investment and describe the strategies that can be used for effective marketing of Insurance Services.
5. Do you think the use of technology is changing the landscape of Indian Financial Sector? Describe the emerging technologies in the financial services sector and discuss their impact on user experience.