

MS-423

Management Programme

**ASSIGNMENT
FIRST SEMESTER
(January to June)
2021**

MS- 423: Marketing of Financial Services



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MS-423
Course Title	:	Marketing of Financial Services
Assignment Code	:	MS-423/TMA/SEM-I/2021
Coverage	:	All Blocks

Note : Attempt all the questions and submit to the coordinator of your study centre on or before 30th April, 2021.

1. Discuss the characteristics of financial services? Explain the application of different marketing orientations in marketing of financial services.
2. What are the channels of distribution for banks? List the various types of bank branches and explain the characteristics and utility of each of them.
3. What is project financing? Describe the various sources of project financing. Discuss the new/innovative instruments used for project financing.
4. What are insurance services and pension funds? Discuss the scope for growth of insurance services and pension funds in India.
5. Discuss the strategic issues faced by financial services institutions and explain the application of information technology to address these issues.