

MS-423

MBA (Banking and Finance)

**ASSIGNMENT
FOR
January 2022 and July 2022 sessions**

MS- 423: Marketing of Financial Services
(Last date of submission for January 2022 session is 30th April, 2022
and for July 2022 session is 31st October,2022)



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/JAN/2022
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. **Last date of submission for January 2022 session is 30th April, 2022 and for July 2022 session is 31st October, 2022.**

1. How would you describe a financial services? Describe the different marketing orientations and discuss their application in marketing of financial services.
2. Explain the various Behavioural Models used for analysis buyer's behaviour.
3. What is Product Life Cycle? Explain its application in marketing of banking products.
4. Explain the process of Project Appraisal and enumerate the key sources of project finance.
5. New Technology provides entry route for new entrants in financial services. Explain.