

**MASTERS OF BUSINESS ADMINISTRATION  
(BANKING AND FINANCE)  
(MBABFEV)**

**Term-End Examination  
December, 2012**

**MCN-022 : MARKETING OF FINANCIAL  
PRODUCTS AND SERVICES**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : (i) Attempt any five questions.  
(ii) All questions carry equal marks.*

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1. With the help of suitable examples explain the implications of characteristics of services and how the marketing strategy can be focused to overcome these constraints in the Banking Sector/Financial Sector ? 20
  
  2. What do you understand by the term "Market segmentation" ? How do you segment the market for financial services ? 20
  
  3. How banks ensure customer satisfaction and what marketing strategies help in achieving total customer satisfaction. State with the help of examples from 20
    - (a) Private Banks.
    - (b) Public Sector Banks.

4. Write Notes on : (taking examples of financial Products/services) **5x4=20**
- (a) Branding
  - (b) Positioning
  - (c) Customer Acquisition Strategies
  - (d) Consumer Decision Process
5. What are the steps involved in the marketing research process ? How far marketing research helps the financial products/services in launching them ? Explain with the help of an example. **20**
6. How is Cyber marketing different from conventional marketing ? Is Cyber marketing safe and useful for the financial products/services ? Explain the limitations of Cyber marketing for financial products/services. **20**
7. What strategies help the banks or financial service firms to retain customers ? Is CRM helpful in this direction ? Give your answer with suitable examples. **20**
8. (a) Explain the concept of Corporate Social Responsibility with reference to the Financial Sector Organisations **10**
- (b) What is the need for strategic Planning for financial Products/services in a Global Scenario. **10**
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