

**MANAGEMENT PROGRAMME  
(BANKING AND FINANCE)**

**Term-End Examination**

**December, 2014**

**MS-423 : MARKETING OF FINANCIAL SERVICES**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage 70%)*

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

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1. Explain the concept of 'Marketing Mix' for financial services ? Discuss the importance of the seven 'Ps' in the context of marketing of Banking services.
2. (a) Describe the functions normally performed by brokers of Stock Exchanges. What norms must be fulfilled by a company to get Corporate Membership of a Stock Exchange ?  
(b) Describe the major functions performed by Self Regulatory Organisations to ensure smooth functioning, growth and development of a healthy capital market.

3. In what way does the nature of services affect the formulation of banking delivery systems ? Highlight the role of distribution channels in distributing financial services of Banks.
  4. Discuss the activities associated with the management of Issue of Securities and the role played by Lead Manager in managing the Pre-Issue and Post-Issue activities.
  5. Explain the term 'Factoring'. How does it differ from 'Forfeiting' and 'Bill discounting' ? Give their distinguishing features and significance to the concerned parties.
  6. Describe the various steps that are taken by Mutual Funds while managing their investment portfolios. How is the Net Asset Value of a scheme calculated ?
  7. Explain the risks associated with Pension Funds. How can the performance of these funds be measured ? Discuss.
  8. What is 'Internet Banking' ? Explain the benefits of Internet Banking.
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