

MANAGEMENT PROGRAMME**(BANKING AND FINANCE)****Term-End Examination****December, 2015****MS-423 : MARKETING OF FINANCIAL SERVICES***Time : 3 hours**Maximum Marks : 100**(Weightage 70%)*

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

1. What are the key tasks involved in the process of Marketing Management ? Discuss the different marketing orientations used by organisations while conducting their marketing activity.
2. (a) Explain the meaning of learning and discuss the theories of learning. How is learning related to habit ?
(b) Describe what is meant by family life cycle. Does the requirement of banking services by the consumers differ at different stages of the family life cycle ? Discuss.

3. Explain the objectives of pricing. Discuss the different methods used for pricing the products in a bank. How do banks decide the prices of their products ?
4. Define a Merchant Banker. What tasks are performed by a merchant banker in Pre-Issue and Post-Issue activities ?
5. Why are Pension plans required ? What are the different types of Pension plans available in India ? Discuss the various risks faced by Pension funds.
6. What are the special features of services marketing ? Discuss the emerging issues and practices involved in the marketing of financial services.
7. Explain the meaning of securitisation and discuss the procedure adopted for this purpose. How is securitisation advantageous to different parties ?
8. Write short notes on any *four* of the following :
 - (a) Market Penetration
 - (b) On-line Trading Procedure at the Stock Exchange
 - (c) Call Center
 - (d) Globalisation of Financial Markets
 - (e) Obligations of Debenture Trustees