

01472

**MANAGEMENT PROGRAMME
(Banking and Finance)**

Term-End Examination

December, 2017

MS-423 : MARKETING OF FINANCIAL SERVICES

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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

1. Discuss the concept of marketing as applicable to Financial Services marketing. Explain the five competing orientations used by organisations to conduct their marketing activities.
2. Explain the important stages through which a product passes in its life-span. Discuss the strategies followed by banks for growth of their business and earnings.
3. What is 'Merchant Banking' ? Discuss the Post-Issue activities undertaken by a merchant Banker.

4. Explain the concept of mutual Funds ? What are the benefits offered by Mutual Funds as compared to other forms of Investment ? Discuss in detail different types of schemes offered by mutual Funds.
5. Describe the Electronic Bill Presentment and Payment (EBPP) system and discuss its benefits. Explain the different on-line Bill presentment and payment models that are available.
6. What are the special features of services marketing ? How is a marketing strategy formulated ? Discuss the different types of marketing strategies adopted by banks.
7. Define service quality. Why is it difficult for banks to compete on the basis of service quality ? Describe the procedure given by A. Parasuraman for quantifying service quality to the customers.
8. Write short notes on **any four** of the following :
 - (a) Self Regulatory organisations.
 - (b) Integrated marketing communication.
 - (c) Take overs and mergers.
 - (d) Performance measurement of Pension Funds.
 - (e) Referral markets.