

MANAGEMENT PROGRAMME

(Banking and Finance)

Term-End Examination

00483

December, 2018

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 'Services' ? Explain the main characteristics of services. How do products and services differ from each other ?
2. How does stimulus response theory work in marketing ? Explain and discuss in detail the marketing applications of the Marshallian model and Pavlovian model.
3. In what ways does the nature of services affect the formulation of banking delivery system ? Highlight the role of distribution channels in distributing financial services of banks.

4. How is 'Debenture Trustee' defined by SEBI ? What are its obligations and responsibilities ? Discuss the major characteristics of Merchant Banking Services.
 5. Discuss the various aspects that are involved in the appraisal of a project report.
 6. Explain the meaning of securitisation and discuss the process adopted for this purpose. How is securitisation advantageous to different parties ?
 7. Describe briefly the Electronic Bill Presentment and Payment (EBPP) system. Discuss the different online bill presentment and payment models.
 8. Explain the benefits of Life Insurance and discuss the factors which influence marketing strategies in the insurance sector.
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