

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

**Term-End Examination**

**June, 2013**

**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. Define Marketing. What are the different elements of marketing-mix ? How far promotion aspect in the marketing helps the financial organisation in reaching its customers for different financial products ? Give your answer with suitable examples. 20
  2. Why is strategic planning an important process for financial organisations ? Give your answer with the help of an example. Also, list the limitations of strategic planning. 20
  3. Consumer behaviour studies are not meant for financial products or services. Do you agree ? Justify your answer with the help of a suitable example. 20

4. (a) Discuss the three major steps in target marketing with reference to financial products/services. 10
- (b) There is one single best way to segment a consumer market. Comment with the help of suitable example from the financial products/services. 10
5. Write short notes on : 5x4=20
- (a) Product - life cycle
- (b) BCG Matrix
- (c) Services Marketing-mix
- (d) CRM
6. (a) Distinguish between consumer promotion and trade promotion. Take the example of a financial product/service of your choice. 10
- (b) Is personal selling useful for financial products/services selling ? How far advertising on the web (internet) helps the financial firms to succeed in the launch of their new products. 10
7. Producers of services (be it financial services or otherwise) have historically been more marketing oriented than producers of products. Critically comment with the help of an example. 20

8. Write notes on :

5x4=20

- (a) Corporate Social Responsibility (CSR)
  - (b) ERP
  - (c) Cyber Marketing
  - (d) Customer Retention Strategies
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