

01071

**MANAGEMENT PROGRAMME
(Banking and Finance)**

Term-End Examination

June, 2014

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

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*
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1. How does a stimulus response theory work in marketing ? Explain and discuss in detail the marketing applications of Marshallian model and Pavlovian model.
2. What are the characteristics of product mix ? Explain the important stages in the life - span of a product and discuss as to how it helps in the marketing of banking products.
3. What is meant by working capital ? Describe the methods adopted by banks for calculating the working capital requirements of a firm. How do they prescribe the maximum permissible bank finance ?
4. Explain the various sources of long - term finance that are available for meeting the cost of projects in India.

5. Discuss the factors that contribute to the need and promotion of marketing activities in the insurance sector. What hinders the effective marketing of these services ?
 6. 'Internet poses enormous opportunities for banks, thrifts and other financial services institutions to fundamentally reshape their organisations'. Discuss these opportunities given by Internet Banking.
 7.
 - (a) Discuss the emerging issues and practices in marketing of financial services.
 - (b) Explain the marketing mix used for banking services.
 8. Write notes on the following :
 - (a) Treasury Bills
 - (b) Market based Pricing System
 - (c) Depository
 - (d) Letter of Credit
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