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**MANAGEMENT PROGRAMME
(Banking and Finance)**

Term-End Examination

June, 2018

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. Explain the Family-life cycle and the need for various financial services at different stages of the life-cycle. Discuss the marketing applications of the Marshallian model and Pavlovian Learning model used for analysing the buyers behaviour.
2. Define the term 'Brand' and discuss the advantages of branding. Describe the role of brand in Bank marketing.
3. Describe the different types of branches used by financial institutions to deliver different types of services to different types of customers. Also discuss the electronic methods used by banks for rendering such services.

4. Explain Assets securitisation and discuss its salient features. Discuss the process of securitisation and the legal framework governing it.
 5. What is a Project Report ? Discuss the various aspects of Appraisal of a Project Contained in a Project Report. Describe the main sources of Financing a Project.
 6. Explain the Salient features of Life Insurance and its benefits to the insured. Discuss the need for marketing of insurance services and the strategies adopted for their effective marketing.
 7. Explain the term 'Pension' and the need to have pension plan. Discuss the types of Pension plans that are available in India what are different types of risks that are faced by the Pension funds.
 8. Write short notes on **any four** of the following :
 - (a) Money market
 - (b) Customer Care
 - (c) Consortium lending
 - (d) National Housing Bank
 - (e) Call center
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