

**MANAGEMENT PROGRAMME
(Banking and Finance)**

Term-End Examination

**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 financial services? Describe the different marketing orientations in the context of marketing of financial services.
2. What is Individual Perception? Explain the Pavlovian Learning Model and discuss the marketing application of the Pavlovian Model.
3. What is Product Life Cycle? Discuss the application of product life cycle concept to manage marketing of banking products.
4. What are the Pricing Objectives of banking products and services? Discuss the various methods of pricing financial products.



5. Explain the meaning of securitisation. Describe the process of securitisation and list the advantages that occur to different parties involved in securitisation.
6. What are Pension Funds? Discuss the risks associated with pension funds and explain how the performance of these funds is measured.
7. Write short notes on:
 - a. Credit Rating
 - b. Zero Coupon Bonds
 - c. Venture Capital
 - d. Global Depository Receipts
8. What is a 'Networked Bank'? Describe the various technologies used for bank networking.

—x—