

**MANAGEMENT PROGRAMME
(Banking and Finance)**

Term-End Examination

June, 2021

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. Explain the following :
 - (a) Characteristics of Services
 - (b) Role of Self-Regulatory Organisations in Capital Markets
2. Describe the Marshallian Economic Model and the Pavlovian Learning Model. Explain the marketing applications of these models.
3. Explain the concept and role of 'Brand' in a bank's marketing strategy. What are the advantages of branding to customers and banks ?

4. Explain the concepts of service quality, customer value and customer satisfaction with respect to banking services. Briefly discuss the procedure for quantifying customer's service quality.
 5. In the context of a Bank, explain securitisation, features of securitisation and its process. Discuss the regulatory framework for securitisation in India.
 6. Explain the role and functions of an Assets Management Company (AMC). Describe its working mechanism.
 7. Discuss globalisation of financial market and its impact on the local markets. What are the important 'drivers' for globalisation in the context of financial services ?
 8. Write short notes on any **four** of the following :
 - (a) Treasury Bills
 - (b) Tele-marketing
 - (c) Project Appraisal
 - (d) Debenture Trustee
 - (e) Networked Bank
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