

**MANAGEMENT PROGRAMME  
(BANKING AND FINANCE)  
(MPBF)**

**Term-End Examination  
June, 2023**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) Answer any **five** questions.

(ii) All questions carry equal marks.

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1. Discuss the concept of marketing mix. Describe the marketing mix tools as given by McCarthy and Kotler. What is the importance of each 'P' in the context of marketing of banking services ?
2. Discuss the factors influencing consumer behaviour in Banking. Explain the role of relationship marketing in attracting customers.
3. What do you understand by the term 'Project Financing' ? Describe the different sources of finance which can be used to meet the cost of project.

4. Define a Merchant Banker. Discuss in detail each of the tasks undertaken by a merchant banker in Pre-issue and Post-issue activities.
5. Explain the role of an Asset Management Company (AMC) in managing the affairs of the mutual fund. Describe the functions and working mechanism of AMC.
6. Write short notes on the following :
  - (a) Need for marketing insurance services
  - (b) Limitations in marketing of pension plans
7. Define Networked Bank and discuss its major components. Explain the enabling technologies for Networked Bank.
8. Write short notes on any *four* of the following :
  - (a) Contact management system
  - (b) Bills Re-discounting
  - (c) Pension Funds
  - (d) Internal communication
  - (e) Treasury Bills
  - (f) Factoring