

**Master of Business Administration/  
MBA (Banking & Finance)**

**ASSIGNMENT  
for  
January 2023 and July 2023 sessions**

**MMPB-005: Marketing of Financial Services**

**(Last date of submission for January 2023 session is 30<sup>th</sup> April, 2023 and for  
July 2023 session is 31<sup>st</sup> October, 2023)**



**School of Management Studies  
INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
MAIDAN GARHI, NEW DELHI – 110 068**

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MMPB-005</b>
<b>Course Title</b>	<b>:</b>	<b>Marketing of Financial Services</b>
<b>Assignment Code</b>	<b>:</b>	<b>MMPB-005/TMA/ January/2023</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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Note: Attempt all the questions and submit to the coordinator of your study centre. **Last date of submission for January 2023 session is 30<sup>th</sup> April, 2023 and for July 2023 session is 31<sup>st</sup> October, 2023.**

1. Define services. Discuss the service characteristics and the implications that they create for marketers of financial services.
2. Define the concept of Product and Product Mix for banking services.
3. What is Merchant Banking? Discuss the nature and scope of Merchant Banking Functions.
4. Discuss the features of different types of Mutual fund schemes.
5. Explain how effective marketing will be useful in enhancing insurance business and suggest ways to expand insurance business in rural areas.