

MS-423

**Master of Business Administration (Banking and Finance)
(MPB)**

**ASSIGNMENT
For
January 2023 and July 2023 Sessions**

MS-423: Marketing of Financial Services

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



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

ASSIGNMENT

Course Code	:	MS - 423
Course Title	:	Marketing of Financial Services
Assignment Code	:	MS-423/TMA/JAN/2023
Coverage	:	All Blocks

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

1. Explain the different marketing orientations and discuss their application in marketing of financial services.
2. Explain the unique features of banking services and discuss how these features impact the selection of distribution channels for delivery of banking services and products.
3. Explain the following:
 - (i) Securitization Services
 - (ii) Factoring and Forfaiting Services
4. What are Insurance Services? Discuss the need for marketing of insurance services and discuss the scope for growth of insurance services.
5. What are the drivers of change in Financial Services? Explain the role of information technology to address these changes.