

MS - 423

Master of Business Administration (Banking & Finance) (MPB)

ASSIGNMENT
For
January 2024 and July 2024 Sessions

MS - 423: Marketing of Financial Services

**(Last date of submission for January 2024 session is 30th April, 2024
and for July 2024 sessions is 31st October, 2024)**



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/2024
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 2024 session is 30th April, 2024 and for July 2024 session is 31st October, 2024.

1. Define ‘services’ and explain the difference between products and services? Discuss the services characteristics and the implication that they create for marketers of financial services.
2. Explain the various Behavioural Models used for analysing buyers and discuss their marketing applications.
3. What are the different Channels of Distribution for Banks? Describe the Electronic Methods of distributing Financial Services.
4. What are the investors preferences towards specific features of Mutual Fund Schemes? How do mutual funds apply differentiation to focus attention on their products?
5. Explain the impact of Information Technology on Business and Economy with special reference to International Business.