

**Master of Business Administration (MBA)/ Master of Business Administration
(Online) MBA(OL)/Master of Business Administration (Banking & Finance)
(MBF)/Post Graduate Diploma in Services Management (PGDISM)**

**ASSIGNMENT
For
January 2024 and July 2024 Sessions**

MMPB-005: 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	:	MMPB-005
Course Title	:	Marketing of Financial Services
Assignment Code	:	MMPB-005/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. Explain the different Marketing Orientations and discuss their application in marketing of Financial Services.
2. Describe the concept of Product and Product Mix for banking services. Explain the product life cycle concept with the help of Banking sector example.
3. Explain the concept of service quality, customer value and customer satisfaction in context of banking services.
4. Discuss the role of Insurance Sector in the Indian Economy. List the benefits of insurance investment and describe the strategies that can be used for effective marketing of Insurance Services.
5. How does Fintech facilitate the financial services sector? Describe the emerging technologies in the financial services sector and discuss their impact on user experience.