

**MANAGEMENT PROGRAMME
(BANKING AND FINANCE)**

Term-End Examination

00655

December, 2016

MS-423 : MARKETING OF FINANCIAL SERVICES

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

Note : Attempt any five questions. All questions carry equal marks.

1. Define Bank Marketing. Describe the five competing orientations used by banks for conducting their marketing activity.
2. What are the objectives of pricing ? Describe the different methods used by banks for pricing their products.
3. Explain the meaning of securitisation. Describe the process involved in it and its advantages to different parties. What is its effect on the debt market as a whole ?
4. Why is marketing of insurance services needed ? How can its scope be expanded ? Discuss the limitations in marketing of insurance services.

5. Describe the special features of services marketing. Why is marketing of financial services necessary? Discuss.
 6. Explain the concept of marketing mix. Describe the marketing mix tools as given by McCarthy and Kotler. Discuss the importance of each "P" in the context of marketing of banking services.
 7. What do you mean by the term Project finance? Describe the sources from which Project finance may be obtained. Describe the institutions which provide term finance to industries in India.
 8. Write short notes on any *four* of the following :
 - (a) Marshallian Economic Model
 - (b) Referral Markets
 - (c) Consortium Lending
 - (d) Hybrid Pension Plans
 - (e) One-to-One Marketing
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