

**MANAGEMENT PROGRAMME**  
**(Banking and Finance)**  
**Term-End Examination**  
**February, 2021**

**MS-423 : MARKETING OF FINANCIAL SERVICES**

*Time : 3 hours*

*Maximum Marks : 100*  
*(Weightage : 70%)*

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

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1. Discuss the following :
  - (a) Government Securities Market
  - (b) Housing Finance Market
2. Discuss the various orientations under which organisations conduct their marketing activity.
3. Define 'Product' and discuss the different Products/Schemes offered by banks.
4. Describe the different channels of distribution of financial services used by banks and their advantages.

5. Discuss the role played by a Merchant Banker in the management of Public Issues. Discuss the role of other agencies besides merchant bankers involved in issue management.
  6. Why do insurance services need to be marketed ? What are the limitations in marketing of insurance services ? How can the marketing of these services be made more effective ?
  7. Discuss the technologies used by banks for marketing their products/services through call centres and online bill payment system.
  8. Write short notes on any **four** of the following :
    - (a) Pavlovian Learning Model
    - (b) Product Development
    - (c) Consortium Lending
    - (d) Close-ended scheme
    - (e) Offensive marketing strategy for financial services
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