

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

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. Discuss the Pavlovian Learning Model and explain the marketing applications of this model.
2. Define Services and discuss the characteristics of services. How do services differ from products ?
3. Explain briefly the 'Product Life Cycle' concept with reference to a bank's product. How is this concept used for marketing of banking products ?

4. (a) Discuss the types of branches of financial institutions delivering services as per the types of customers.
 - (b) Describe the various electronic banking methods used for distributing financial services.
 5. Why do investors prefer Pension plans ? Discuss the different types of pension plans that are available. How is the performance of a pension fund measured ?
 6. Discuss the different sources of finance that could be used for meeting the cost of a project.
 7. Explain the term 'Call Centre' and 'Call Centre Agent'. Describe the general categories of call centre technologies that could be considered while establishing a call centre.
 8. Discuss the concept of Mutual Funds. Describe the functions performed by the Assets Management Company (AMC) to manage the affairs of the mutual fund. Explain the working mechanism of AMC.
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