

**MANAGEMENT PROGRAMME**  
**(Banking and Finance)**  
**Term-End Examination**  
**December, 2022**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Discuss the following :
  - (a) Private Placement Market in India
  - (b) Mutual Funds Market in India
  
2. Discuss the Veblenian Social-Psychological model and the marketing applications of this model.
  
3. What are the various products and services offered by banks ? Explain the concept of product mix with reference to the banks.

4. What are the objectives of pricing ? Describe the different methods used for pricing the products and services by a bank. How do banks decide the prices of their products and services ?
  5. Distinguish between the following :
    - (a) Factoring and Bill discounting
    - (b) Factoring and Forfeiting
  6. What do you understand by the term 'Pension' ? Why is there a need to have pension plans ? Describe the different types of pension plans that are available in India. Discuss the different risks faced by the Pension Funds.
  7. Explain the Electronic Bill Presentment and Payment (EBPP) system and discuss its benefits. Describe the different online Bill Presentment and Payment models that are available.
  8. Write short notes on any **four** of the following :
    - (a) Internet Banking
    - (b) Consortium Lending
    - (c) Depository Services
    - (d) Customer Relationship Management
    - (e) National Housing Bank
    - (f) Networked Bank
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