

No. of Printed Pages : 2

**MMPB–005**

**M. B. A. (BANKING AND FINANCE)  
(MBF)**

**Term-End Examination**

**December, 2023**

**MMPB-005 : MARKETING OF FINANCIAL  
SERVICES**

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70%*

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**Note :** (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

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1. Explain the different marketing orientations and discuss their applicability in marketing of financial services.
  2. Describe the various Behavioural Models used for analysing buyers and discuss the marketing application of the 'Pavlovian Model' ?

**P. T. O.**

3. What do you understand by Product Development ? Explain the process and cycle of product development for banking services.
4. What do you understand by pricing of banking products and services ? Explain the pricing objectives and discuss the various pricing methods.
5. What do you understand by 'Issue Management' ? Describe the various pre- and post-issue activities of an issue manager.
6. Explain the different types of insurance services. Discuss the need for marketing of insurance services.
7. What are the various types of pension plans ? Describe the risks faced by the pension funds and discuss how they can be minimised.
8. Describe the major emerging trends in the technology used in financial services and discuss their impact on user experience.