

00841

**MANAGEMENT PROGRAMME
(Banking and Finance)**

Term-End Examination

June, 2012

**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. Explain the marketing mix concept for financial services. Discuss in detail the four factor classification of the marketing mix tools as given by Mc Carthy.
2. (a) Explain the effect of special nature of banking services on formulation of banking delivery systems.
(b) What are the different type of services offered by different financial institutions to their customers ?
3. (a) Describe the various aspects which need to be included in the preparation of project report.
(b) Discuss the new financial instruments used for project financing.

4. Explain the need for marketing of insurance services. Discuss the problems encountered by providers of insurance services in the effective marketing of their products.
5. What is a networked bank ? Discuss the major technologies that enable the networked bank.
6. Describe the different types of pension plans and the risks associated with such pension funds. Discuss the seven point GAAP created by Cost Effectiveness Inc (CEM) for measuring pension fund management operation.
7. 'In addition to external communication measures, most of the banks also have internal communication strategies to achieve their corporate goals and objectives'. Explain in detail these internal communication strategies followed by banks.
8. Write short notes on *any four* of the following :
 - (a) Consortium lending
 - (b) Call/Notice money market
 - (c) Role of self regulatory organisations
 - (d) Relationship marketing
 - (e) Contact management systems
 - (f) Product life cycle