

00762

MANAGEMENT PROGRAMME
(Banking and Finance)

Term-End Examination

June, 2016

MS-423 : MARKETING OF FINANCIAL SERVICES

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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

(ii) *All questions carry equal marks.*

1. (a) Explain the role of Self Regulatory Organisations in financial services market.
(b) Discuss the problems Confronted by merchant bankers due to the joining of foreign merchant bankers.
2. Describe the Marshallian model and the Pavlovian model used for analysing the behaviour of buyers. Also discuss the marketing applications of these models.
3. Define customer satisfaction and service quality. How can service quality be measured ? Give reasons as to why good service quality is difficult to achieve ?
4. Distinguish between the following :
 - (a) Factoring and Bill discounting
 - (b) Forfaiting and Factoring

5. (a) What are the essential features of Secured Premium Notes (SPN) ? How is this instrument beneficial to the company and the investors ?
(b) What is a Project Report ? Describe its various components.
 6. "The Scope for Marketing of Insurance Services in India is Vast". Discuss and suggest the factors that may promote the marketing activities in the insurance sector. Are there any limitations to Marketing of Insurance products ? Discuss.
 7. What do you understand by Networked Bank ? Describe the major components of Networked Bank. Discuss the technologies which enable the Networked Bank.
 8. Write short notes on **any four** of the following :
 - (a) Pension Funds
 - (b) Marketing Information System
 - (c) Consortium Lending
 - (d) Working Mechanism of Asset Management Company (AMC)
 - (e) Electronic Bill Presentment and Payment (EBPP) systems
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