

**MANAGEMENT PROGRAMME**

**(Banking and Finance)**

**Term-End Examination**

**June, 2019**

01472

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

*Time : 3 hours*

*Maximum Marks : 100  
(Weightage 70%)*

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

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1. What are the characteristics of product mix ? Explain the important stages in the life span of a product and discuss as to how it helps in the marketing of banking products.
2. What are the general objectives behind pricing of products and services by banks ? Discuss the various approaches adopted by banks for pricing of their products.
3. Discuss the activities associated with the management of Issue of Securities and the role played by the lead managers in managing the Pre-Issue and Post-Issue activities.

4. Define customer satisfaction and service quality. How can service quality be measured ? Give reasons as to why good service quality is difficult to achieve.
  5. Explain the term 'Factoring'. How does it differ from Forfaiting and Bill Discounting ? Give their distinguishing features and significance to the concerned parties.
  6. What do you understand by the term 'Project Finance' ? Describe the sources from which project finance can be obtained. Describe the institutions which provide term finance to industries in India.
  7. Why are pension plans needed ? Discuss the various risks faced by pension funds.
  8. What do you understand by Networked Banks ? Describe the major components of the networked banks. Discuss the technologies which enable the networked banks.
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