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MS-423

MANAGEMENT PROGRAMME

(MP)

(BANKING AND FINANCE)

Term-End Examination

June, 2022

MS-423 : MARKETING OF FINANCIAL SERVICES

Time : 3 Hours

Maximum Marks : 100

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

1. Define services and discuss its characteristics.
How are services different from physical goods ?
2. Explain the concept of 'Customer Value' and
'Customer Satisfaction'. Discuss the different
factors influencing behaviour of customers in
banking.

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3. What do you understand by the term 'Securitisation' ? How is it advantageous to the seller, investor and debt markets ? Describe the process of securitisation.
4. Describe the different types of pension plans. What are the different risks, generally faced by pension funds ?
5. What do you understand by globalization of financial markets ? Discuss the important 'drivers' for globalization in the context of financial services.
6. Explain the Electronic Bill Presentment and Payment (EBPP) system. Discuss the different online bill presentment and payment models. What are the benefits of Electronic Billing Systems ?

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7. Explain the concept of 'Branding'. What are its advantages to buyers and sellers (Bank) ?
Discuss the role of a brand in marketing of Banking Products.

8. Discuss the activities those are to be managed by a Lead Manager, before and after the issue of securities.