

No. of Printed Pages : 2

MMPB-005

**MASTER OF BUSINESS
ADMINISTRATION
(MBA)**

**Term-End Examination
June, 2023**

**MMPB-005 : 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. Describe the various types of Financial Markets in India and discuss some recent developments in these markets.
2. Discuss the characteristics of services and explain the difference between services and products.

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3. What is Individual Perception ? Discuss the role of individual preferences on consumer behaviour.
4. What are the elements of a product mix ? Explain the concept of product life cycle and discuss its applications in marketing of banking products.
5. Briefly describe the various channels of distribution for banks. Discuss the various types of branches through which banks operate.
6. What are the constituents of a Mutual Fund ? Explain the functions of an Asset Management Company (AMC) and discuss its working mechanism.
7. Explain the scope for growth of insurance services. Discuss the strategies for effective marketing of insurance services.
8. What is 'Digital Marketing' ? Describe the tools used for digital marketing.