

No. of Printed Pages : 2

MMPB–005

**MASTER OF BUSINESS
ADMINISTRATION (BANKING AND
FINANCE) (MBF)**

Term-End Examination

June, 2024

**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. Explain the characteristics of services and discuss the differences between services and products along with the implication for marketing of financial services.
2. Explain the Marshallian Economic model and the Freudian Psychoanalytic model. Discuss the marketing applications of each of these models.

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3. Explain the concept of Product Life cycle and discuss its application in marketing of banking products.
4. What are the various categories of Non Banking Financial Companies (NBFCs) ? Discuss the role of non bank lenders in last mile delivery of financial services.
5. What do you understand by Promotion of banking products and services ? Discuss the activists involved in sales promotion and explain some of the sales promotion strategies.
6. What is Relationship Marketing ? Discuss its application in attracting customers through customer relationship management.
7. Explain the concept of mutual fund and discuss the performance based differentiation strategies of mutual funds.
8. What are the different types of pension plans ? Discuss the risks faced by pension funds and describe the funds management strategies of pension funds.