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MS-423

**MANAGEMENT PROGRAMME
(BANKING AND FINANCE)
(MPB)**

**Term-End Examination
June, 2024**

MS-423 : MARKETING OF FINANCIAL SERVICES

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

1. Describe the various types of financial services markets in India. Discuss some of the recent developments in these markets.
2. What is Marketing Mix ? Discuss the significance of marketing mix for financial services and describe the importance of people, process and physical evidence in marketing mix of financial services.
3. Explain the Freudian and Veblenian behavioural models. Describe the marketing application of these models.

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4. What are the channels of distribution for Banks ? Describe the various types of bank branches.
5. What is Merchant Banking ? Describe the various Pre Issue and Post Issue activities of associated with public issue.
6. Explain the following :
 - (a) Bill finance and bill discounting services
 - (b) Factoring and Forfeiting services
7. What is a Mutual Fund ? Describe the classification of mutual funds. Discuss that differentiation strategies used for marketing of mutual funds.
8. Describe the need for marketing of financial services in the new dynamic scenario and discuss the emerging issues and practices in marketing of financial services.