

MANAGEMENT PROGRAMME
(Banking and Finance)

Term-End Examination

June, 2015

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

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*
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1. What are 'services' ? Explain the main characteristics of services. How products and services differ from each other ?
2. What are the general objectives behind pricing of products and services by Banks ? Discuss the various approaches adopted by banks for pricing their products.
3. Explain the process of new product development. What role does brand play in Bank Marketing ?
4. How is 'Debenture Trustee' defined by SEBI ? What are its obligations and responsibilities ? Discuss the major characteristics of Merchant Banking Services.

5. Explain the benefits of Life Insurance and discuss the factors which influence marketing strategies in the insurance sector.
 6. Discuss the various aspects that are involved in the appraisal of a Project Report.
 7. Write short notes on :
 - (a) Credit Rating
 - (b) Zero Coupon Bonds
 - (c) Venture Capital
 - (d) Global Depository Receipts
 8.
 - (a) Describe the general categories of call center technologies that need to be reviewed when establishing a call center.
 - (b) Discuss the benefits of Electronic Billing Systems.
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