

**MANAGEMENT PROGRAMME  
(Banking and Finance)**

**Term-End Examination**

**December, 2010**

01056

**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. Discuss the service characteristics and explain their influence on the marketing process of financial services.
2. Comment on the Veblenian Social-Sociological Model and explain the marketing application of this model.
3. What is Branding ? Explain the application of Branding concept in marketing of Bank products.
4. What are the unique features related to delivery of banking services ? Describe the various distribution channels for banking products.

5. With respect to banking services, explain the concepts of service quality, customer value and customer satisfaction. Briefly identify the different dimensions on which service quality can be measured, as suggested by Parasuraman and others.
  
  6. What are the main sources of Project Financing ? Describe the two instruments that are generally issued by companies to tap Euro Capital Market.
  
  7. What are the two basic types of pension funds ? Explain the risks faced by the pension funds.
  
  8. Explain how 'Internet Banking' can be used as a strategic marketing tool.
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