

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)  
BCom DEGREE EXAMINATION MAY 2017  
(Sixth Semester)

Branch-COMMERCE (FINANCIAL SYSTEMS)  
CORE ELECTIVE -IIMARKETING OF FINANCIAL SERVICES

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 2 = 20)

- 1 What is financial service?
- 2 Narrate strategic marketing plan for financial services.
- 3 Bring out the benefits of market segmentation.
- 4 What do you mean by marketing mix?
- 5 Outline any two factors that influence product management.
- 6 What do you mean by personal selling?
- 7 Outline any two challenges of pricing financial services.
- 8 What is meant by price discrimination?.
- 9 What is customer Relationship Management?
- 10 How can a financial service company create lifetime customer value?

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5x5 = 25)

- 11 a Bring out distinctive characteristics of financial services.  
OR  
b Outline the various financial marketing environment.
- 12 a Describe various customer acquisition strategy, applicable to financial sector.  
OR  
b Explain various bases of market segmentation.
- 13 a How does personal selling impact financial services market?  
OR  
b Bring out the rationale for product modification in financial services.
- 14 a What is the relevance of price differentiation and discrimination in Insurance sector?  
OR  
b Narrate the features of distribution channel to be adopted in financial services companies.
- 15 a State the features customer relationship chain.  
OR  
b Enumerate the relationship marketing practices.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Bring out the International and macro environmental factors, which affect the financial service marketing.
- 17 Explain the importance of consumer buying behavior in financial services.
- 18 How would you plan promotional campaign for financial products.
- 19 Explain various methods of pricing limit ions
- 20 Describe the CRM activities nrracticed in financial services sector.