

Exam Date & Time: 28-Sep-2020 (02:00 PM - 05:45 PM)



PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins

BCom DEGREE EXAMINATION MAY 2020
(Sixth Semester)

Branch - COMMERCE (FINANCIAL SYSTEM)

CORE ELECTIVE II - MARKETING OF FINANCIAL SERVICES [14FSU31A]

Marks: 75

Duration: 210 mins.

SECTION A

Answer all the questions.

- 1) What are financial service? (2)
- 2) Define macro environment economy. (2)
- 3) Define buying behaviour. (2)
- 4) What is mean by targeting strategies? (2)
- 5) What is product? (2)
- 6) Mention two characteristics of promotion. (2)
- 7) Define Pricing. (2)
- 8) What is Premium Pricing? (2)
- 9) Write a note on customer strategies. (2)
- 10) State the meaning of life time customer value. (2)

SECTION B

Answer all the questions.

- 11) Bring out the characteristics of 'financial service'. (5)
 - a) [OR] Briefly explain the various participants in financial market services. (5)
 - b)
- 12) Describe the concepts of consumer buying behaviours. (5)

- a)
[OR] What are the main factors influence the market segmentation? (5)
b)
- 13) Enumerate the new product development. (5)
- a)
[OR] Discuss the factors influencing change in product mix. (5)
b)
- 14) Explain the role of pricing. (5)
- a)
[OR] Briefly explain the methods of financial service products. (5)
b)
- 15) Explain the importance of CRM. (5)
- a)
[OR] What is customer life time value? How customer profit analysis help to understand customer? (5)
b)

SECTION C

Answer 3 out of 5 questions.

- 16) Discuss the need and importance of marketing of financial service. (10)
- 17) Explain the basis for segmenting consumer markets. (10)
- 18) Explain the strengths and weakness of public relation. (10)
- 19) Explain the different types of distribution channels of product. (10)
- 20) Discuss in detail the process of CRM. (10)

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