

**PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION MAY 2019  
(Sixth Semester)**

**Branch - COMMERCE (FINANCIAL SYSTEM)**

**CORE ELECTIVE - II MARKETING 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 do you mean by tenn financial service?
- 2 What is called internal environment?
- 3 What is buying behaviour of consumer?
- 4 Write a brief note on targeting strategies.
- 5 What are product attributes?
- 6 Define the term personal selling.
- 7 State the meaning of price discrimination.
- 8 What is a distribution channel in financial services marketing?
- 9 State the meaning of relationship marketing.
- 10 What is CRM?

**SECTION - B (25 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks ( 5 x 5 = 25)

- 11 a Explain macro environment for financial services.  
OR  
b Explain the concept of financial service.
- 12 a Explain targeting and positing in marketing of financial services.  
OR  
b How do you develop a marketing mix for financial service?
- 13 a What are the various form of promotion?  
OR  
b Examine the various influences on product management.
- 14 a State a few challenges of pricing financial services.  
OR  
b How do you distribute financial service products?
- 15 a Write a short note on lifetime customer value.  
OR  
b Explain the term customer relationship chain.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

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

- 16 Analyse the financial services marketing.
- 17 Examine the customer acquisition strategies and financial services marketing mix.
- 18 Explain the methods of promotion of financial products.
- 19 Examine the features and methods of distribution channels for financial services.