

CORE ELECTIVE - II MARKETING OF FINANCIAL SERVICES

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

ALL questions earn EQUAL marks (10 x2 = 20)

- 1 Describe marketing environment.
- 2 Name any four financial services,
- 3 What do you mean by marketing mix'?
- 4 Define market segmentation.
- 5 Explain new product development.
- 6 What one the forms of promotion'?
- What is meant by price discriminatic:'.?
- 8 Give the different modes of distribut.on of financial services.
- 9 What is CRM?
- 10 Give the meaning of "Customer acquisition strategy". Give an example.

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 5 - 25)

- a Explain the need for marketing financial services, in Indian context.
OR
- b Explain the micro environmental factors, impacting financial services.
- t u a Describe the process of consumer buy ing behaviour, with special reference to financial services.
OR
- b Explain positioning of financial se * .wCS.
- i What role does the public relation ficer of a financial service company play?
OR
- b Give some suggestions for managing existing product lines of financial service company.
- 14 a Bring out the challenges of fixing pri.e for a financial service.
OR
- b Explain any three distribution methods followed by financial service providers.
- ! o a How will you acquire and retain right customers?
OR
- b Suggest some ways for customer retention, to be followed by financial .services sector.

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Analyse the financial services marketing environment.
- 17/ Describe market segmentation with reference to mutual fund schemes.
- 18 What are the factors that influence product management with reference to financial sendees.
- 19 Explain the different ty pes of pricing methods.
- 20 Outline the various CRM strategies practiced in financial sendees industry.