

No. of Printed Pages : 2

MMPB–005

**MASTER OF BUSINESS
ADMINISTRATION (BANKING AND
FINANCE)
(MBF)**

Term-End Examination

December, 2024

**MMPB–005 : MARKETING OF FINANCIAL
SERVICES**

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. Briefly describe the various types of organized financial markets in India and discuss the need for regulations to augment the capital market.
2. Explain the different Marketing Orientations and discuss their applications in marketing of financial services.

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3. Explain the Veblenian social-sociological model and discuss its marketing applications.
4. What do you understand by Product Development ? Explain the process cycle in Product Development.
5. What are the channels of distribution for banking services and products ? Discuss the issues involved in delivery of banking products and services.
6. What do you understand by Issue Management ? Explain the various pre-issue and post-issue activities of an issue manager.
7. What are the broad spectrum of insurance services ? Explain the need for marketing of insurance services and discuss any *two* strategies for effective marketing of insurance services.
8. What is Digital Marketing ? Explain the various digital marketing tools that are relevant to financial services.

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