

No. of Printed Pages : 3

MMPB-005

**MASTER OF BUSINESS
ADMINISTRATION
(BANKING AND FINANCE) (MBF)
Term-End Examination**

June, 2026

**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. Explain various marketing orientations. Describe the application of these orientations in marketing of financial services.

2. Describe the following behavioural models and discuss their marketing applications :
 - (i) The Marshallian Model
 - (ii) The Freudian Model
3. Explain the concept of product life cycle. Discuss its application in managing and marketing of banking products.
4. What are various channels of distribution for banks ? Describe various types of branches of banks. Discuss the perspective that determine distribution profitability in financial services.
5. What do you understand by customer relationship management ? Explain the role and significance of service quality in retaining customers.
6. Describe various kinds of insurance services. Discuss the various factors taken into consideration for formulating strategies for effective marketing of insurance services.

7. How does application of technology impact consumer user experience in financial services. Discuss the important emerging trends in technology that could transform financial services.
8. Discuss the role of analytics in Customer Relationship Management (CRM). How is analytics used to understand customer sentiments and for cross-selling and up-selling ?

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