

20/4/18

TY FM VI sem
Marketing of financial
services.

QP Code : 15738

(2 ½ Hours)

[Total Marks :75

- N.B. : (1) All questions are compulsory.
(2) Figures to the right indicate full marks.

1. (a) Distinguish between marketing and selling 8
(b) What are the basic characteristics of services in the financial spectrum? 7
OR
(c) Explain the different intermediaries in the financial markets 8
(d) Define and explain the evolution marketing 7
2. (a) Explain the steps in the implementation of CRM 8
(b) Explain the product life cycle concept 7
OR
(c) Explain the product decisions a marketer has to take 8
(d) Why is branding of financial services difficult? 7
3. (a) Explain Porter's Five Force model 8
(b) Explain institutional and Government markets 7
OR
(c) What factors affect the consumer buying behavior? 8
(d) Why is it important to identify competitors? Explain using examples. 7
4. (a) How can insurance products be marketed in China? 8
(b) Globally, What challenges are faced by marketers of financial services. 7
OR
(c) How are mutual funds marketed in the UK? 8
(d) Explain the financial services environment in USA 7
5. Write short notes (any three):— 15
 - (i) Micro environment
 - (ii) Levels of a product
 - (iii) Transformation of Marketing practices
 - (iv) Marketing Mix (4P's)
 - (v) Relationship Marketing.