TYBFM Sem VI Marketing of Financial Services
24/04/17

Q.P. Code :01025

[Time: $2\frac{1}{2}$ Hours] [Marks:75]

Please check whether you have got the right question paper.
N.B: All Question are compulsory.

Q.1 a) Explain the 7p's of service marketing mix (08)

b) Highlight the difference between marketing and selling. (07)

OR

p) Discuss the need and importance of marketing of financial services (08)

q) Explain the concept of business environment. Discuss its features. (07)

Q.2 a) Explain the levels of a product with suitable example (08)

b) What are the steps involved in New Product Development? (07)

OR

p) Discuss the evaluation criteria for Customer Relationship Management (CRM). (08)

q) Explain Product Life Cycle with a diagram. (07)

Q.3 a) Explain the factors influencing consumer buying behaviour. (08)

b) Discuss the various participants in the financial service markets (07)

OR

p) Explain Michael Porter's five force Model (08)

q) Explain the four types of market dominance strategies that a marketer can consider. (07)

Q.4 a) Explain how mutual funds are marketed in the USA. (08)

b) Discuss the marketing of banks in China. (07)

OR

p) What are the problems faced by financial service marketers globally and ways to overcome them. (08)

q) Discuss the marketing of pension plans in the US. (07)

Q.5 Write short notes on: (any 3 out of 5) (15)

a. Service Marketing Mix
b. Relationship Marketing.
c. Service Marketing Triangle.
d. Institutional and Government Markets.
e. Transformation of Marketing Practices.
