T.Y.F.M. VI Marketing of Financial Services.

sem. VI

10 : 1st half.13-shilpa(c)

Con. 1228-13.

BK-1940

(2 Hours)

26/4/13

[Total Marks : 60

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

1. (a) Explain the functions of Marketing. 8
(b) Distinguish between Marketing and Selling. 7

OR

(p) Discuss the importance of marketing to non-profit organisation. 8
(q) Explain the steps in organisational buying decision process. 7

2. (a) Explain the Product Life Cycle. 8
(b) Explain the factors affecting the consumers buying behaviour. 7

OR

(p) Explain the concept of CRM. 8
(q) Write a note on Analysing Competitors. 7

3. (a) Explain how insurance products are Marketed in UK. 8
(b) Discuss the Institutional and Government Markets. 7

OR

(p) Explain the characteristics of services. 8
(q) Discuss the Porter's Five Force analysis. 7

4. Write short notes any **three** of the following :– 15
(a) Buying Roles
(b) Marketing of Financial Products in USA.
(c) Micro Environment
(d) Participants in Financial Markets
(e) Marketing Mix (4 P's).

****