

19 PM
22/4/2016
sem-VI

Marketing of financial services.

Q.P. Code : 278702

(2½ Hours)

[Total Marks : 75

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

1. (a) What is service marketing? Enumerate its features. 8
(b) Explain the components of external environment of business. 7
OR
(p) Distinguish between goods and services. 8
(q) Highlight the significance of relationship marketing in service industry. 7
2. (a) Discuss the stages of new product development. 8
(b) "CRM helps an enterprise manage customer relationships in an efficient way" Justify. 7
OR
(p) Explain the concept of brand and brand equity. 8
(q) What is the evaluation criteria of customer relationship management program? 7
3. (a) Explain the buying behaviour of institutional and government markets. 8
(b) Discuss in brief the determinants of consumer buying behaviour. 7
OR
(p) Explain the different competitive strategies adopted by business firms. 8
(q) Briefly explain the various participants in financial markets in India. 7
4. (a) What are the challenges faced by retail banks in UK? 8
(b) Discuss in brief the marketing of financial products in the United States. 7
OR
(p) Enumerate the strategies adopted by banks in USA to retain customers. 8
(q) Briefly explain marketing of mutual funds in China. 7
5. Write short notes on (any three): 15
 - (i) Importance of marketing in service industry
 - (ii) Role of branding for financial products
 - (iii) Consumer Buying Roles
 - (iv) Marketing mix elements
 - (v) Financial products in Indian markets.