

TYBFM Sent
24/07/17

marketing of financial services

Q.P. Code :01025

[Time: 2½ 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)
- Service Marketing Mix
 - Relationship Marketing
 - Service Marketing Triangle
 - Institutional and Government Markets
 - Transformation of Marketing Practices.