

Q.P. Code :01024

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

[Marks:75]

Please check whether you have got the right question paper.

N.B: All Questions are compulsory.

- Q.1 a) Explain the various financial products in service spectrum. (08)
- b) Elaborate on the factors of external environment of business. (07)
- OR**
- p) Discuss the characteristics of financial services. (08)
- q) Distinguish between marketing and selling. (07)
- Q.2 a) Explain the concept of Customer Relationship Management (CRM) and its implementation (08)
- b) Explain the various branding strategies used by a company in managing its brand. (07)
- OR**
- p) Explain the concept of Product Life Cycle with a diagram. (08)
- q) What is a brand? Explain the concept of brand equity. (07)
- Q.3 a) Explain the factors influencing consumer buying behaviour. (08)
- b) Explain the market dominance strategies adopted by business firms. (07)
- OR**
- p) Explain Michael Porter's five force model for competitor analysis (08)
- q) Explain the various participants in financial services market. (07)
- Q.4 a) Explain how banks are marketed in China. (08)
- b) Discuss how mutual funds are marketed in the UK (07)
- OR**
- p) Explain the different kinds of pension plans in US and their marketing. (08)
- q) Discuss how the banks are marketed in the UK. (07)
- Q.5 Write short notes on: (any 3 out of 5) (15)
- Service Marketing Triangle.
 - Customer Retention and Customer Delight.
 - Evolution of the concepts of marketing
 - 7p's of service marketing mix
 - Features of China's Insurance Industry.