

NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme : DBFM/PGDBFM

Examination: June 2017
Subject: Marketing of Financial Services

Semester: II
Course : New
Marks : 70
Time: 11.00 a.m. to 2.00 p.m.

Date: 19.06.2017

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) Climbers, consuming class and rich class, all the children stay in hostels or rented accommodation either single or in groups, in towns and cities. Draw up a positioning plan for a nationalized bank targeting its products and services to these youngsters.
- b) An international bank wants its presence to be felt in the town of Mundgod, north Uttara Kanada district in Karnataka. This place receives a lot of tourist, pilgrims and visitors most part of the year as it has the Tibetan Monestary, Tibetan homestay, bird sanctuary, dam, and temples. What service decisions would you take to set up a branch here.
- c) Agents and brokers are intermediaries in financial sector. What intermediary management strategies do you suggest for them.
- d) A corporate firm has called you to give a talk on consumer durable loans to its employees. In your capacity a branch head brief the employees on the details of the consumer durable loan.

Q.2) Write Short Notes on any 2 out of 5

(Marks: 2X5=10)

- a) Niche marketing
- b) Promotional strategy for insurance sector
- c) CRM
- d) Self Help group
- e) AIDA Model

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Consortium lending to steel firms could not prevent from turning into loss assets. What is consortium lending and the RBI guidelines for the same ?
- b) A young working girl aged 25 years has just enquiring for details for housing loan. As bank manager brief her on various types of housing loan your bank offers.
- c) The IMD [Indian meteorological department] has estimated a good monsoon this year and therefore an economic growth. In view of this prediction what portfolio strategy [active or passive] would you follow , why ?
- d) B2B are stable in terms of profitability and operationally strong. Discuss this statement taking into account the characteristics of B2B firms.
- e) ASSOCHAM is creating awareness program for retail investors. Explain to the investors the mutual funds market segments.

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) Small towns like Surat, Aurangabad, Mysore, Jaipur, Kolhapur, Coimbatore and more are the next big ticket in terms of emerging markets. Keeping this in mind draw up a marketing plan for a private bank for entry into this market.
- b) Chole MS general Insurance has a huge market in south India. For the Baisakhi season design a communication mix programme for their general insurance products.
