

Programme: DBFM/PGDBFM

Academic Year: 2011-2012

Subject: Marketing of Financial Services

Date: 5.1.2012

Semester II

Course New

Marks: 70

Time: 11.00 a.m to 2.00 p.m

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

NB: Answer to each question to be started on a fresh page.

Figure in brackets indicate full marks.

Question (1) Attempt any 2 out of 3 (10 Marks)

- What are the guidelines for service communication?
- What is consortium lending?
- What is value investing?

Question (2) Write Short notes on any 2 out of 5 (10 Marks)

- Differentiated marketing
- Geographic segmentation
- Personal selling
- Indirect distribution
- Empowerment strategies

Question (3) Attempt any 3 out of 5 (30 Marks)

- What are the promotional strategies adopted by the insurance companies to attract customers?
- What segmentation strategies will you adopt if you are the marketing manager of a chain of multiplex?
- What are the steps involved in designing communication?
- Explain the factors on which location of banking company would depend?
- What are the qualities of a good negotiator and skills required to become one?

Question (4) Answer both the questions (20 Marks)

- How have the banks used cross-selling as a marketing technique to expand their customer base?

- What are mutual funds and how is its market segmentation done?