

**SVKM's NMIMS**  
**NMIMS Global Access – School for Continuing Education**

Programme: DBFM/PGDBFM

June 2013 Examination  
Subject: Marketing of Financial Services

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

Date: 24.06.2013

**Instructions:**

**1. Answer to each new question to be started on a fresh page.**

**2. Figure in bracket indicates full marks**

Q1. Discuss or write short notes (Any 2 out of 4) **(Marks: 2×5=10)**

- a) Value Investing
- b) Moment of truth
- c) Need Based Selling
- d) Customer Lifetime Value

Q2. Write short notes (Any 2 out of 5) **(Marks: 2×5=10)**

- a) Geographic Segmentation
- b) Niche Marketing
- c) Passive Portfolio Strategy
- d) Direct Marketing
- e) Market Targeting

**Detailed Questions:**

Q3. Attempt any 3 out of 5 **(Marks: 3×10= 30)**

- a) What are the promotional strategies adopted by insurance companies to attract customers?
- b) Explain factors on which location of a bank would depend.
- c) Discuss cross-selling as a strategy used by banks to improve sales.
- d) Explain different types of Mutual Funds.
- e) What are the services offered by a Bank in the retail lending space?

Q4. Answer both Questions **(Marks: 20)**

- a) Explain the concept of Online Marketing. How is it changing the way Insurance is sold in India?
- b) Develop a Marketing Mix for a Mutual Fund. Explain with the help of examples.