

SVKM's NMIMS
School of Distance Learning

Programme: DBFM/PGDBFM

Academic year: 2012 – 2013

Subject: Marketing of Financial Services

Date: 11.01.2013

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.**

- NOTE:
- (1) Total No. of questions FOUR
 - (2) Working will form part of answer
 - (3) Pencil not to be used
 - (4) Answer to new question to start on fresh page

Q. 1 Attempt any 2 (TWO) out of 4 (*Discuss*) Marks – 10

- a. Retail Liabilities
- b. Corporate Debt Restructuring -CDR
- c. CRR and SLR
- d. Consumer Protection Act

Q.2 Write short notes on any 2 (TWO) out of 5 Marks – 10

- a. Loan against Life Policies
- b. Current Account Vs Savings Bank Account
- c. CRM
- d. Concept of Lead Bank
- e. Term Loan and Demand Loan

Q.3 Attempt any 3 (THREE) out of 5 Marks – 30

- a. Mention two advertisements by any insurance company and discuss their probable impact on customers.
- b. Discuss Cross-Selling of Product in Banking?
- c. Functions of Internal Debt Management cell of RBI.
- d. Discuss the winning strategies in small and Medium Enterprises
- e. "Customer Trust is most important for any insurance company". Discuss?.

Q.4 Attempt 2 (TWO) Marks – 20

- a. Why are personal relationships more important in a B2B markets? Why sub-brands less effective in such markets and what should be ideal B2B communication tactics?
- b. What are the challenges faced by banks in popularizing e-banking and Mobile Banking?