

**SVKM's NMIMS**  
**School of Distance Learning**

Programme: DBFM/PGDBFM

Academic year: 2012 – 2013

Subject: Marketing of Financial Services

Semester: II

Course New

Marks 70

Date: 16.07.2012

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. Concept of Leasing
- b. Zero Coupon Bonds
- c. Optimal Portfolio
- d. Relationship Marketing

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

- a. Self-help Groups
- b. Consortium Lending
- c. Repo Rate VS Reverse Repo Rate
- d. Empowerment strategies
- e. Fee based income

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

- a. 'In niche marketing, a service firm becomes vulnerable to powerful competitors coming in'. Discuss.
- b. Why do you think that certain service organizations consider sales promotion to be unethical?
- c. What do you mean by small scale industries? How is the government helping them to grow?
- d. Discuss the winning strategies in small and Medium Enterprises
- e. Why is it important for the banks to retain customers?

Q.4 Marks – 20

- a. What are the challenges faced by banks in popularizing e-banking and Mobile Banking?
- b. Technology has changed the face of Banking. Elucidate with reference to the changes in the current decade. What are the main challenges faced by Public Sector Banks Vs. Private Sector bank with the Foreign Banks in India?

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