

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme : DBFM/PGDBFM

Examination: December 2014
Subject: Marketing of Financial Services

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

Date: 05.01.2015

Instructions:

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

Q1. Discuss or write short notes (Any 2 out of 4)

(Marks: 2×5=10)

- a) Value Investing
- b) Financial Planning
- c) Consortium Lending
- d) Customer Lifetime Value

Q2. Write short notes (Any 2 out of 5)

(Marks: 2×5=10)

- a) Geographic Segmentation
- b) Goals of Advertising
- c) Passive Portfolio Strategy
- d) Direct Marketing
- e) Cross – Selling

Detailed Questions:

Q3. Attempt any 3 out of 5

(Marks: 3×10= 30)

- a) Explain the Market Positioning Process.
- 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 the different types of Mutual Funds.
- e) What are the services offered by a Bank in the retail lending space?

Q4. Answer both Questions

(Marks: 2x10 = 20)

- a) What are the various Asset Classes that an investor can invest in (give examples for each asset class)?
- b) With the help of examples from the Financial Services industry explain the various Communication Mix Elements (such as advertising, PR, sales promotion, personal selling, direct marketing).
