

Programme : DBFM/PGDBFM.

Examination: June 2015
Subject: Marketing of Financial Services

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

Date: 24.06.2015

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) Financial Planning
- b) AIDA Model
- c) Public Relations
- d) Demographic Segmentation

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

(Marks: 2×5=10)

- a) Lead Bank
- b) Role of IRDA
- c) Customer Lifetime Value
- d) Relationship Marketing
- e) Behavioral Finance

Detailed Questions:

Q3. Attempt any 3 out of 5

(Marks: 3×10= 30)

- a) Design an effective distribution strategy for a Credit Card company.
- b) Make a Sales Promotion strategy for a Financial Services company of your choice.
- c) Explain with the help of examples the Communication Mix elements that can be used by Banks.
- d) How is the Online Marketing changing the way financial services are sold?
- e) What steps can be taken to increase Insurance penetration in India?

Q4. Answer both Questions

(Marks: 20)

- a) As a Financial Planner design a Retirement Plan for your client (Age 35) who wants to retire in the next 15 years.
- b) Explain the advantage of taking a Term Insurance vis-à-vis an Endowment Plan.
