

SVKM's NMIMS

NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme : DBFM/PGDBFM/DFPWM

Examination: December 2015
Subject: Marketing of Financial Services

Date: 20.12.2015

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

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) Physical Evidence
- b) Tasks of PR
- c) Financial Planning
- d) Sales Promotion campaign targeted at intermediaries

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

(Marks: 2×5=10)

- a) SIP in a Mutual Fund
- b) Consortium lending
- c) Market Positioning for a financial services company
- d) Diversification
- e) Customer Lifetime Value

Detailed Questions:

Q3. Attempt any 3 out of 5

(Marks: 3×10= 30)

- a) Explain the different types of Mutual Funds.
- b) Explain the following Life Insurance products: Term Insurance, Endowment Plans & ULIPs .
- c) What are the services offered by a Bank in the retail lending space?
- d) Develop a Public Relations campaign for a Life Insurance company.
- e) What is the role of IRDA in regulating the Insurance industry in India?

Q4. Answer both Questions

(Marks: 20)

- a) Explain the concept of Online Marketing. Give examples of how Banks are using Online Marketing to effectively cross – sell more products.
- b) Develop a Marketing Mix for a Mutual Fund. Explain with the help of examples.
