

NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme : DBFM/PGDBFM/DFPWW

Examination: June 2016
Subject: Marketing of Financial Services

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

Date: 19.06.2016

Instructions:

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

Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) Every marketer faces the problem of setting prices of products. For a 5-star hotel how would you set objectives of pricing and determine pricing. Also state some challenges that would be faced in pricing.
- b) As a part of customer relationship team explain your views to new executives on Customer Relationship Strategies and Lifetime Customer Value.
- c) Business to Business [B2B] markets are ones where in the trading of goods and services takes place between organizations. Opine ways in which B2B markets are segmented.
- d) Positioning refers to a process of creating an image for organization's products in the minds of its target customers. State and Map position for financial services product of your choice? Use an appropriate example.

Q.2) Write Short Notes on any 2 out of 5

(Marks: 2X5=10)

- a) General Insurance
- b) Online Marketing
- c) Retirement Planning
- d) Distribution Channels
- e) Consumer Protection Act (COPRA), 1986

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) India with having a rich geographical diversity, how should banks approach segmentation for its products in such a setting?
- b) Elucidate 'Globalisation strategies' in view of financial institutions cultivating strategic partnerships to gain competitive edge over its competition in the marketplace.
- c) Using relevant forces of Macro and Micro environment, portray a brief of them affecting the operations of a Multinational banking operations.
- d) Cite appropriate promotional tools, plan a promotional campaign for Life Insurance, targeting 45+ individuals.

e) Organisations need to bring new products to the market or modify existing products. Using 'Strategies of targeting' and appropriate example; opine how to counter competition?

Q.4) Attempt both the questions

(Marks: 2X10=20)

a) A car manufacturer wants to use Price Differentiation and Pricing strategy. Draw up a brief plan for the firm:

b) State bank of India wants to set up operations in an Asian country, Stepwise prepare a plan for its strategic marketing; and develop strategic marketing plan highlighting the tools for strategy development?
