

NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme : DBFM/PGDBFM

Examination: December 2016
Subject: Marketing of Financial Services

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.

Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) With the advent of festive season, banks are offering attractive consumer loans. Discuss your opinion of consumer Durable loan.
- b) Small Scale industrial units are those engaged in the manufacture, processing or preservation of goods and whose investment in plant and machinery does not exceed 1 crore. What in your opinion are the RBI guidelines for the same?
- c) What should be the communication mix for Banks?
- d) What in your opinion should be included in Positioning of Financial services?

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

(Marks: 2X5=10)

- a) Relationship Marketing
- b) Consumer Protection Act, 2002
- c) Internet marketing Approaches
- d) Tips for successful cross selling
- e) Diversification

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) With increasing financial needs of the people and their changing preferences and beliefs, banking has gained a lot of importance in all classes alike. Markets are expanding big time for this industry. In view of this scenario; formulate a marketing mix for the banking sector?
- b) Mahindra Insurance has in 2015 launched new product offerings in the market of Life, health and general Insurance. Briefly state the factors that would have affected their choice of channel and strategies for delivery through intermediaries.
- c) The relationship between the bankers and customers is not like before as market has undergone changes from sellers market to buyers market with customers being more demanding. In view of this discuss the liability focused segment (Deposit accounts).

d) It is marked that B2B market are shorter and more direct channels of distribution. What are the characteristics of this market?

e) Negotiation is the process through which parties to a conflict define what they are willing to give and accept in an exchange. What should be the approaches, steps in negotiating, how can it be made effective. Does the negotiator need to have good qualities?

Q.4) Attempt both the questions

(Marks: 2X10=20)

a) A co-operative bank wants to set up banking business in major cities. As it is not feasible to address the whole market it has decided to choose its markets and target them with service offers. As a marketer help the bank to effectively segment, decide the basis of segment and chalk out steps in market segment.

b) The depositors and their interest form the key area of the regulatory framework for banking in India and the same is enshrined in the Banking Regulation Act, 1949. In backdrop of this statement outline the Model policy on bank deposits by Reserve Bank of India (RBI):
