

2023

Time - 3 hours

Full Marks - 80

Answer ALL questions.

Figures in the right hand margin indicate marks.

1. Define 'Financial Services'. Discuss their features and classify such services. Discuss the role of 'Financial Services' in a developing economy like India. [16]

OR

Compare and contrast between financial services marketing and goods marketing. With suitable example, discuss the application of marketing-mix elements for both these in effective services as well as for product marketing.

2. "Marketing Segmentation and Positioning is the need of the hour for successful services marketing." Critically evaluate this statement and discuss the bases adopted in segmentation of markets with real life examples. [16]

OR

Define a 'Financial Product' and discuss how the product planning decisions are taken in considering different product levels. Outline on the major product decisions in services marketing planning.

[2]

3. Conceptualize the term "Pricing", in case of Financial Services Marketing. Discuss different pricing terminologies used in understanding price of the financial services. Outline the services pricing methods taking examples of any two of financial services.

[16

OR

What is the importance of distribution of financial services, and what is the emerging trends of distribution of financial services in India ? Discuss importance of different distribution strategies.

4. Define 'CRM'. Outline its features and objectives. Discuss how different strategies have been adopted by different services organization in achieving the objectives of CRM. Outline some of important approaches adopted by the services organizations with suitable examples.

[16

OR

Conceptualize the term 'People' in financial services marketing. Describe the role of customers as well as the employees in marketing planning and effective services marketing of financial services.

5. What is a 'Mutual Fund' and what are different types of such funds? How far Indian Mutual Fund organizations have adopted the principles and philosophy of financial services marketing ? Illustrate your answer with suitable examples.

[16

[3]

OR

What is 'Bank Marketing' and how is it different from 'Banking' ? Give a picture of strategic bank marketing practices in India. Outline how far they have implemented the services-marketing-mix.