

BFS DSEC 2: MARKETING OF FINANCIAL SERVICES

Duration: 2 Hrs.

Maximum Marks: 60

Instructions:

- 1) *Start each question on fresh page.*
- 2) *Figures to the right indicate maximum marks.*
- 3) *Q.1 is compulsory*
- 4) *Answer any Four from Q.2 to Q.6*

Q.1. Write Short note on ANY FIVE of the following:

(05*04=20 Marks)

- a) Service Marketing
- b) Niche Marketing
- c) Product Branding
- d) Online Marketing
- e) Advertising
- f) Product Life Cycle

Q.2. Your financial institution is hosting a financial wellness seminar. Elaborate on the financial products the institution can offer to attract attendees.

(10 Marks)

Q.3. A financial institution is introducing a new credit card with unique benefits for college students. Outline a launch campaign that includes segmentation, targeting and positioning for the said product.

(10 Marks)

Q.4. A bank wants to improve its marketing campaigns for retirement planning services. How would you use market research to understand the retirement savings behavior?

(10 Marks)

Q.5. A fintech startup is launching a mobile payment app in a competitive market. What pricing strategies would you recommend to gain market share while ensuring sustainability?

(10 Marks)

Q.6. Your e-commerce business wants to increase customer loyalty. How would you design a sales promotion program to encourage repeat purchases?

(10 Marks)
