

BFS C605-MARKETING OF FINANCIAL SERVICES

Timing: 3 Hours

Max.Marks:60

Instructions: *Questions ONE is compulsory*
Answer ANY FOUR from Q2 to Q6.
Start each question on a fresh page
Figures to right indicate maximum marks

Q1) Write a short note on ANY FOUR of the following (3*4= 12Mks)

1. Development of Marketing
2. Marketing Information System (MIS)
3. Public Relation
4. Ethical Marketing
5. Market Skimming

Q2) X) State & Explain the different types of Research in Marketing. (06 mks)

Y) Explain the different categories of Financial Product. (06 mks)

Q3) A. What is Positioning. Explain the various strategies of positioning (06 mks)

B. Explain the process for creating a Marketing Strategy. (06 mks)

Q4) "A New Product Life progresses through a sequence of stages" Elaborate with the help of diagram. (12 mks)

Q5) X. What is Market Segmentation. Explain in detail the different bases of segmentation. (06mks)

Y. What is Advertising. Explain its features in detail. (06 mks)

Q6) State and explain the different Macro and Micro factor that affect the Financial service Marketing. (12mks)
