

**Exam. Code : 110106**

**Subject Code: 3856**

**Bachelor of Vocation (Banking & Financial Services)**

**6th Semester**

**MARKETING OF FINANCIAL SERVICES**

**Paper—BVC 602**

**Time Allowed—3 Hours]**

**[Maximum Marks—50**

**SECTION—A**

**Note :—** Attempt any **10** questions out of **12**. Each question carries **1** mark.

1. (a) Define Financial Services.
- (b) Importance of packing of financial products.
- (c) Banking marketing.
- (d) MKIS.
- (e) Role of agents in bank marketing.
- (f) Members in banking channel.
- (g) Role of Branding of Financial Services.
- (h) Enlist any 5 Financial services.
- (i) Product modification.
- (j) Define DMA.
- (k) Role of mobile phone banking.
- (l) Components of services marketing mix.

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**SECTION—B**

**Note :—** Attempt any **TWO** questions out of **FOUR**. Each question carries **10** marks.

2. Discuss the strategies used while pricing the financial products.
3. Explain the process of financial product development.
4. Analyse the changing environment of financial services.
5. Explain the need of understanding customers in marketing of financial services.

**SECTION—C**

**Note :—** Attempt any **TWO** questions out of **FOUR**. Each question carries **10** marks.

6. Discuss the various components of promotion mix of financial services.
7. Explain the factors influencing direct channels of bank products. http://www.gnduonline.com
8. Discuss the services and need of physical distribution channels.
9. Discuss the prerequisites and advantages of channel management.

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