

**B. Voc. Banking & Financial Services - 6th Sem.**

**(2517)**

**Paper-BVC-602: Marketing of Financial Services**

**Time allowed: 3 hrs.**

**Max. Marks: 50**

- Note:** 1. Attempt any 10 questions out of 12 in section A. Each question carries 1 mark  
2. Attempt any 2 questions out of 4 in section B. Each question carries 10 marks  
3. Attempt any 2 questions out of 4 in section C. Each question carries 10 marks

**SECTION-A**

**Q1.**

- a. Define mobile phone banking
- b. Elements of promotion mix
- c. Role of distributors in marketing of financial services
- d. Product modification
- e. Importance of pricing
- f. Channels management
- g. Product life cycle
- h. Customer vs consumers
- i. Packing vs packaging
- j. Role of branding financial services
- k. List the various physical distribution channel services
- l. Components of marketing of financial services

**SECTION-B**

- Q2.** Define services marketing mix? Explain the various components of the mix?
- Q3.** Discuss the process of test marketing of financial products?
- Q4.** State in detail the steps involved in branding of financial products?
- Q5.** Explain the various strategies and methods of pricing of banking products?

**SECTION-C**

- Q6.** Explain the role and importance of promotion in marketing?
- Q7.** Discuss the role of DSA/DMA in bank marketing?
- Q8.** Explain the various components of Marketing Information Systems?
- Q9.** Discuss the various channel members in insurance markets?

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