

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2018-20) (Marketing)
PGDM Trimester IV Examination September 2019

Subject	Marketing of Financial Products		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages		Date	03-10-2019

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) Analyze the Marketing Environment for Financial Services.

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a)How Service Marketing is different from Product Marketing?
- b) What are the various types of Marketing Plans?
- c)How do family and reference groups influence buying behavior?

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a)Define Marketing Research.
- b)Illustrate suitable application of Market segmentation in financial service sector.
- c)Illustrate the importance of Share of Wallet and size of Wallet for a bank.

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a)Prepare product mix and systems for various banking products.
- b)What is the difference between direct and indirect distribution?
- c)List the 4 elements of promotional mix.

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a)What is the Importance of personal selling for banking services?
- b)What are the success factors for rebranding?
- c)Discuss the major factors in Branch site selection?

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a)Discuss the key technological initiatives taken by banks/
- b)Identify the difference between retail banking and corporate banking.
- c)Discuss the key success factors for Grameen Bank.

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a)Explain the Models of Service Quality.
- b)What is the role of Product Managers?

c)What are the Various stages of Customer Relationship Chain?