



**RB-4994**

**P. G. Dip. in Financial Services Examination**

**April / May – 2010**

**Marketing of Financial Services : Paper - IV**

Time : 3 Hours]

[Total Marks : 70

**Instructions :**

(1)

|   |                      |
|---|----------------------|
| नीचे दशांशवले निशान्नीवाणी विगतो उत्तरवडी पर अवश्य लपवी.<br>Fillup strictly the details of signs on your answer book. | Seat No. :           |
| Name of the Examination :   | <input type="text"/> |
| <b>P. G. Dip. in Financial Services</b>   | <input type="text"/> |
| Name of the Subject :   | <input type="text"/> |
| <b>Marketing of Financial Services - 4</b>  | <input type="text"/> |
| Subject Code No. : <input type="text"/> 4 <input type="text"/> 9 <input type="text"/> 9 <input type="text"/> 4        | <input type="text"/> |
| Section No. (1, 2,.....): <b>Nil</b>  |                      |
| Student's Signature   |                      |

(2) Question No. 1 is **compulsory**.

(3) Figures to the right indicate full marks of the question.

1 Focus on the scope and need of Marketing of financial Services in the Indian Perspective. 14

2 Explain the term "Market Segmentation" and the importance of market segmentation with respect to financial services. 14

**OR**

2 Write a note on financial engineering with regard to financial services. 14

3 State and explain the different types of users of the Banking Services. Write a note on the behavioral profile of users of the Banking Service. 14

**OR**

3 Explain the role of Market Regulator in respect of Marketing of Financial Services. 14

- 4 "Advertising is the device to persuade customers to make the buying decisions" Explain the statement with context to financial services. 14
- 14

**OR**

- 4 Explain the need of Marketing Research in context with financial services.
- 5 Write short notes on any **two** :
- (i) Price Mix
  - (ii) Promotion mix
  - (iii) Product mix
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