

**Exam. Code : 115305**

**Subject Code : 8265**

**B.Com. (Financial Services) 5<sup>th</sup> Semester  
MARKETING OF FINANCIAL SERVICES  
Paper—V**

Time Allowed—3 Hours] [Maximum Marks—50

**Note :—** Attempt **FIVE** questions in all, selecting at least **ONE** question from each Section. The **FIFTH** question may be attempted from any Section. All questions carry equal marks.

**SECTION—A**

1. How are financial products packaged and branded ? Discuss.
2. Write a detailed note on Services Marketing mix.

**SECTION—B**

3. What is a price ? Explain the factors influencing pricing decisions of financial services.
4. Explain the various methods of pricing financial products and services.

**SECTION—C**

5. Describe the different channels used by organisations for distribution of financial services.

6. Explain the role of promotion in marketing of financial services.

**SECTION—D**

7. Discuss how Telemarketing is an important Marketing Information System.
8. How are credit cards marketed ? Discuss.