

Class-B.Com VI<sup>th</sup> (Prof.)

Subject –Marketing of Financial Products

Time Allowed : 3 Hrs

Maximum Marks :50

Section – A

Note :- Attempt any 10 out of 12 questions. Each carries 1 mark.

1. (a) Product Modification.
- (b) Product Diversification.
- (c) Meaning of DMA.
- (d) Distributor.
- (e) Promotion Mix.
- (f) Branding of Financial Product.
- (g) Competition Based pricing.
- (h) Need Recognition.
- (i) Characteristics of Service Products.
- (j) Services Marketing Mix.
- (k) MIS.
- (l) Channel Management.

1×10=10

Section - B

Note : Attempt any 2. Each carries 10 marks.

2. What are objectives of Financial Product Pricing?  
Discuss the various factors influencing the pricing decision.

3. What are the elements of Marketing Mix?
4. Write a detail note on changing Environment of financial services in India.
5. Explain various Branding and Packaging decisions with context to Indian marketing environment.

2 × 10 = 20.

### Section - C

**Note :-** Attempt any 2. Each carries 10 marks.

6. What are the various factors influencing the direct and indirect channels of bank products?
7. What is promotion mix? Elaborate the role of promotion in marketing.
8. Write difference between Marketing and MIS. Also explain components and benefits of marketing information system.
9. Discuss in detail the relevance of Mobile Phone Banking in the modern era. 2 × 10 = 20

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