

Exam. Code : 107306

Subject Code: 2086

B.Com. (Prof.) Semester-VI

MARKETING OF FINANCIAL PRODUCTS

Paper : BCP-642

Time Allowed—3 Hours] [Maximum Marks—50

Note :— Section-A consists of **TWELVE** short answer questions, attempt any **TEN**. Each question carries **1** mark.

SECTION-A

1. (a) Marketing Mix
- (b) Product Development Life Cycle
- (c) Distribution Channel
- (d) Direct Channel of Bank Product
- (e) Marketing Environment
- (f) Mobile Phone Banking
- (g) Banking Products
- (h) Product Research
- (i) Test Marketing
- (j) Meaning of DSA
- (k) Meaning of Branding
- (l) Packaging Financial Products.

SECTION-B

Note :- Section-B consists of **four** questions, attempt any **two**. Each question carries **10** marks.

2. Explain the various pricing strategies adopted by banking and insurance sector in Indian business environment. Also give examples of each of them.
3. Explain the meaning of product research and development. Why product research is an essential part while developing any new financial product?
4. Write a detailed note on marketing of services.
5. What is Product Life Cycle (PLC)? How do the various marketing experiences differ in each stage of PLC?

SECTION-C

Note :- Section-C consists of **four** questions, attempt any **two**. Each question carries **10** marks.

6. Define marketing information system. How marketing information system developed? Explain in detail the role of promotion in marketing information system.
7. Discuss the business correspondence model in banking.
8. What is the significance of Mobile Phone Banking? Explain its relevance to the modern marketing system.
9. Discuss the concept of distribution channel. Explain the functions of marketing channels in insurance markets.