

**Bachelor of Vocation (Banking & Financial Services) - 6th Sem.**

(2519)

**Paper: BVC 602****Marketing of Financial Services****Time allowed: 3 hrs.****Max. Marks: 50****SECTION-A****Attempt any 10 questions out of 12. Each question carries 1 mark.**

Q1.

- a. Service marketing mix
- b. Importance of pricing
- c. Channel management
- d. MKIS
- e. Role of agents in bank marketing
- f. Banking Vs Insurance products
- g. Packaging Vs packing
- h. Enlist any 5 financial services
- i. Product diversification
- j. Define DSA
- k. Role of tele-marketing
- l. Components of Promotion mix

**SECTION-B****Attempt any two questions out of four. Each question carries 10 marks.**

- Q2. Analyse the product life cycle of financial products?
- Q3. Discuss the various factors influencing pricing decisions?
- Q4. Discuss the product mix strategy of banking products?
- Q5. Discuss the stages in process of branding of financial products?

**SECTION-C****Attempt any two questions out of four. Each question carries 10 marks.**

- Q6. Discuss the factors which influence the indirect channels of bank products?
- Q7. Analyse the various means of promotion of financial services?
- Q8. Explain the business correspondence model in banking promotion?
- Q9. Explain the role of various channel members in financial industry?

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