

**Bachelor of Vocation (Banking & Financial Services)-6th Sem
(2720)**

Paper: BVC 602

Marketing of Financial Services

Time Allowed: 2 hrs.

Max. Marks: 50

Note: Attempt any four questions. All questions are of equal marks.

1. Define the following:
 - a. Services marketing mix
 - b. Pricing
 - c. Packaging Vs packing
 - d. MKIS
 - e. Advertising
 - f. DMA
 - g. Channel management
 - h. Phone banking
 - i. Growth stage in PLC
 - j. Role of an insurance agent
2. Explain how the environment of financial services is changing with respect of Indian scenario?
3. Explain the various stages of product development?
4. What are the various factors that affect pricing decisions?
5. Explain in detail the business correspondence model in banking promotion?
6. Discuss the role of various channel members in insurance industry?
7. Explain the various direct channels of banking products?
8. Discuss the various components of promotion mix in detail?
