

Sr.No. 10251

Exam Code:110106

Subject Code: 2626

**B.Voc. Banking & Financial Services - 6th Semester**

(2721)

**Paper: BVC-602 Marketing of Financial Services**

**Time Allowed: 2 hrs.**

**Max. Marks: 50**

**Note: There are EIGHT questions of equal marks. Candidates are required to attempt any FOUR questions.**

**Section-A**

- Q.1. "Along with globalization, Information technology is causing a service revolution." Discuss.
- Q 2. (i) Explain the concept of expanded marketing mix for services.  
(ii) Highlight the importance of New Product Development (NDP) in insurance industry.

**Section - B**

- Q 3. (i) 'Branding plays a special role in financial services.' Elaborate.  
(ii) Write a detailed note on Product diversification in financial services.
- Q.4. Discuss the different pricing strategies and methods that are used during pricing of banking products

**Section-C**

- Q.5. Describe the importance of business correspondents in delivery of banking services in rural areas. Also, discuss the challenges faced by business correspondents in distribution of banking services.
- Q.6. What is Promotion mix? Explain the different components of Promotion mix.

**Section-D**

- Q.7. Highlight the importance of multi-channel marketing in insurance industry. Also, explain the functions performed by distribution channels in insurance industry.
- Q.8. Explain the different factors influencing the selection of channel members in banking industry.