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Time: 3 hrs

**GIET UNIVERSITY, GUNUPUR – 765022**  
M. B. A (Third Semester) Examinations, February – 2023  
**21MBAMM23003 – Marketing of Financial Services**

Maximum: 60 Marks

**(The figures in the right hand margin indicate marks.)**

**PART – A****(2 x 10 = 20 Marks)**Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. What is Insurance Marketing?	1	1
b. Write a short note on Financial Services.	1	2
c. Discuss the Importance of Marketing Research in Financial Services.	2	2
d. Write a short note on Term Insurance.	2	2
e. List out the components of a Credit Card.	3	2
f. Write a short note on Cost-plus Pricing.	3	2
g. Write a short note on Institutional Advertising.	4	2
h. Discuss about Below the line advertising channel.	4	2
i. List out the frustrating aspects of bank marketing.	5	2
j. Write a short note on Corporate Planning	5	2

**PART – B****(8 x 5 = 40 Marks)**Answer **ALL** questions

	Marks	CO #	Blooms Level
2. a. Describe the Main Characteristics of Financial Services.	8	1	2
(OR)			
b. Explain the various stages in financial services customers' decision process.	8	1	2
3.a. Explain the Roles and Functions of Marketing Research in Financial Services.	8	2	2
(OR)			
b. Describe the Financial Product Life Cycle with an example.	8	2	2
4.a. Describe the main Types of Credit Card.	8	3	2
(OR)			
b. Discuss in detail about Credit Card Market Segmentation.	8	3	2
5.a. Briefly explain Advertising and communication mix in financial services.	8	4	2
(OR)			
b. What are the Services provided at Bank Branches? Explain.	8	4	1
6.a. Describe the various stages of Marketing Plan Formulation.	8	5	2
(OR)			
b. Briefly explain the Role of Marketing Strategy for Financial Services.	8	5	2

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