# Question Paper Set- I
# T.Y.B.F.M
# Subject- Marketing of Financial Services

**Max Marks- 75** **Time- 2.5 Hours**

**N.B**

1) All Questions are **compulsory**
2) Each Question carries **15 marks**
3) Marks to the right indicate full marks

Q.1 Answer the following questions

(a) What are the characteristics of services? (8)

(b) Distinguish between Goods and Services. (7)

**OR**

(a) What are financial products? Explain the major types of financial products available in India. (8)

(b) What is business environment? Explain the components of internal and external environment. (7)

Q.2 Answer the following questions

(a) Explain the different levels of a product. (8)

(b) Explain the process of New Product Development. (7)

**OR**

(a) Explain the concept of Product Life Cycle with the help of suitable example (8)

(b) The objective of CRM is retention of customers. Discuss. (7)

Q.3 Answer the following questions

(a) What are the stages involved in the organization buying process? (8)

(b) Who are the different participants in the financial market? (7)

**OR**

(a) What are the factors which influence consumer buying behavior? (8)

(b) What are the stages involved in the consumer buying decision process? (7)

Q.4 Answer the following questions

(a) What are the features of China's insurance industry? (8)

(b) How the marketing of banks is done in the U.S? (7)

**OR**

(a) What are the different types of pension plans in the U.S? (8)

(b) What are the financial services in UK? Explain the selling of financial services to the under-35's ? (7)

Q.5 Write Short Notes (Any 3)

1) Marketing Mix
2) Evolution of marketing concepts
3) Importance of marketing
4) Corporate banking
5) Retail Banking