

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
(For candidates admitted during the academic year 2019-20 and there after)

COURSE CODE: 19VB/VM/MS34

B VOC (BFSI) DEGREE EXAMINATION - DECEMBER 2020

VOCATIONAL - BANKING, FINANCIAL SERVICES AND INSURANCE

THIRD SEMESTER

COURSE : MAJOR CORE

PAPER : MARKETING OF FINANCIAL SERVICES

TIME : 90 Mins

MAX. MARKS: 50

Section-A

Answer All Questions

(6 X 2= 12)

1. Define Marketing.
2. Write a short note on Financial Product Life Cycle.
3. What is meant by Investment Brokers.
4. Write a short on Electronic Distribution Channels.
5. List any two roles of Financial Advisors.
6. Write a short note on SIP

Section – B

(2x4 = 8)

Answer any Two Questions

7. Explain 7 P s in marketing mix.
8. Write a note on Promotion and personal selling.
9. What is pricing and explain its models employed by Banks.

Section – C

(2x15=30)

Answer the following questions

10. (a) Write a detailed note on distribution services through physical and electronic channels bringing out its advantages.
(OR)
(b) Explain the implications of new technology for Financial Product Development.
 11. (a) Explain the role of Financial Advisors in Financial Services.
(OR)
(b) Write a detailed note on the characteristics and requirements of high selling Performance.
-