

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.

COURSE CODE: 19VB/VM/MS34

B.VOC BFSI DEGREE EXAMINATION – NOVEMBER 2021

VOCATIONAL - BANKING, FINANCIAL SERVICES AND INSURANCE

THIRD SEMESTER

COURSE : MAJOR – CORE

PAPER : MARKETING OF FINANCIAL SERVICES

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

Answer all the questions:

(7 x 4 = 28)

1. What is marketing?
2. Who is a financial advisor?
3. Write a short note on salesforce management.
4. What is product promotion?
5. Write a short note on competitive market.
6. List out any four financial products.
7. Who is a mutual fund dealer?

SECTION – B

Answer any TWO questions:

(2 x 16 = 32)

8. (a) Explain the stages of financial product life cycle. **(8 marks)**
(b) What are the recent technological implications for financial product development? **(8 marks)**
9. (a) Give an overview on 7P's of marketing mix. **(8 marks)**
(b) Discuss the factors that affect Indian financial services market. **(8 marks)**
10. (a) What is the role of financial advisor in financial services? **(8 marks)**
(b) List out the requirements of a good salesperson for high selling performance. **(8 marks)**

SECTION – C

Answer any ONE question:

(1 x 40 = 40)

11. (a) What are advertising channels? **(4 marks)**
(b) Differentiate between above the line advertising and below the line advertising. **(8 marks)**
(c) Give an overview on publicity strategy. **(12 marks)**
(d) Elucidate advertisements contribution towards the financial marketing programme. **(16 marks)**

12. (a) Define pricing. **(4 marks)**
(b) What is auction-type pricing? Give its types. **(8 marks)**
(c) Give the objectives of pricing in banks. **(12 marks)**
(d) Explain in detail the different pricing methods of financial product. **(16 marks)**
