

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI-86
(For candidates admitted during the academic year 2019 – 2020 and thereafter)
SUBJECT CODE: 19VB/VM/MS34

B.Voc. DEGREE EXAMINATION, NOVEMBER 2022
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 QUESTIONS

(10X2=20)

1. Define Marketing.
2. State the 7 'P's of Marketing Mix.
3. Write a short note on Financial Products.
4. What do you mean by Financial Advisory?
5. Who is an Investment Banker?
6. How to decide Customer Loyalty?
7. Give two examples of Personal Selling.
8. Mention the physical and electronic channels for distribution.
9. Write about Mutual Funds.
10. What is meant by Promotion?

SECTION – B

ANSWER ANY FIVE QUESTIONS

(5X4=20)

11. Explain the objectives of Pricing.
12. What are the different types of Promotion?
13. Discuss the elements of Marketing.
14. Explain the various Product Development Strategies.
15. How to maintain the service quality through Customer Care?
16. What are the advantages of the Distribution Channels?
17. Explain the importance of Publicity.

SECTION – C

ANSWER ANY TWO QUESTIONS

(2X15=30)

18. Discuss the different pricing methods of Financial Products.
19. Explain in detail the financial Product Life Cycle.
20. Explain the characteristics and requirements for high selling Performance.
21. Define Advertising. Explain the contribution of advertising to financial services marketing programme.

PRACTICAL – CASE STUDY

22. Nilgris super market is a chain store selling provisions all over Tamil Nadu. It is planning to sell the products through home delivery during COVID times. It should plan for sales force in all their shops located in all major cities.

Imagine yourself as the marketing research manager to make a quick study and to provide suitable information so as to facilitate the company in taking a decision regarding the home delivery of provisions.

ANSWER THE FOLLOWING QUESTIONS**(5X6=30)**

1. Discuss the marketing strategy for NILGIRIS to inform the customers regarding the door delivery.
2. How the company has to charge the customer for door delivery of provisions as the company has to manage the additional expenses because of this decision?
3. Explain the advertising campaign decided by the company to inform this plan to the customers.
4. Discuss in detail regarding any promotional strategy planned by the company keeping in mind to increase the sales.
5. Points to be kept in mind for managing and keeping customer Loyalty.
