

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI-86**  
**(For candidates admitted during the academic year 2019 – 2020 and thereafter)**

**B.Voc. DEGREE EXAMINATION, NOVEMBER 2023**  
**BANKING, FINANCIAL SERVICES AND INSURANCE**  
**THIRD SEMESTER**

**COURSE : MAJOR CORE**  
**PAPER : MARKETING OF FINANCIAL SERVICES**  
**SUBJECT CODE : 19VB/VM/MS34**  
**TIME : 3 HOURS**

**MAX.MARKS : 100**

**SECTION – A**

**ANSWER ALL QUESTIONS**

**(10x2=20)**

1. What is financial product?
2. State the stages of the product life cycle.
3. What is meant by Institutional Advertising?
4. Write a note on personal selling.
5. State the meaning of Sales force management.
6. What do you mean by relationship selling?
7. Define Marketing.
8. State the meaning of financial services.
9. Write a short note on investment bankers.
10. Give the meaning of Pricing in financial services.

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS**

**(5x4=20)**

11. Explain the stages of new product development.
12. What are the product development strategies?
13. Write in detail about the types of Advertising channels.
14. Explain the role of advertising in marketing of financial services.
15. Write a detailed note on service quality and customer care.
16. State and explain the 7 P's of Marketing.
17. Write a note on electronic methods of distributing financial services.

**SECTION – C**

**ANSWER ANY TWO QUESTIONS**

**(2x15=30)**

18. Explain in detail about the implications of new technology for financial product development.
19. Discuss about the role of financial advisors in the financial services organization.
20. State and explain the factors affecting the financial services market.

**21. CASE STUDY****(30 Marks)**

The company was marketing 'water purifiers' which were very popular due to their quality and after sales services provided to the customers. The company was a leading company in the market and earning huge profits. Because of huge profits the company ignored the after sales services. As a result, its relations with the customers got spoiled and the image of the company was damaged in the public. Top management became concerned when the profits for the current quarter fell steeply. On analysis it was revealed that ignoring the after sales services was its reason. Therefore, the company took all possible measures to protect and promote its favourable image in the eyes of the public. As a result, the goodwill of the company improved in the society.

**ANSWER THE FOLLOWING QUESTIONS**

- a) Name and state the communication tool used by the marketer in the above case to improve its image. **(5 Marks)**
- b) Explain the role of the tool as identified in part (a). **(10 marks)**
- c) State and explain the advertising and communication mix in marketing. **(15 Marks)**

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