

Total No. of Questions: 5]

Roll No.

MKSSS's Smt. Hiraben Nanavati Institute of Management and Research for women Pune

INTERNAL EXAMINATIONS 2025-26

M.B.A. Semester: IV (2024 Pattern)

Subject Code: 410

Subject Name: Marketing of Financial Services

Time: 2.5 Hrs.]

Date:14/05/26

Maximum Marks: 50]

Q.1] Answers FIVE of the following questions:

1. Which of the following is a financial service? (2 Mark)
 - a) Manufacturing
 - b) Banking
 - c) Agriculture
 - d) Mining
2. Which institution regulates banking services in India? (2 Mark)
 - a) SEBI
 - b) RBI
 - c) IRDAI
 - d) NABARD
3. What does KYC stand for? (2 Mark)
 - a) Know Your Customer
 - b) Keep Your Cash
 - c) Know Your Credit
 - d) Keep Your Customer
4. Which of the following is a non-banking financial institution? (2 Mark)
 - a) SBI
 - b) HDFC Bank
 - c) Bajaj Finance
 - d) PNB
5. What is the primary objective of financial services marketing? (2 Mark)
 - a) Profit maximization only
 - b) Customer relationship building
 - c) Product manufacturing
 - d) Cost reduction
6. Which type of insurance covers life risk? (2 Mark)
 - a) General insurance
 - b) Life insurance
 - c) Marine insurance
 - d) Fire insurance
7. Explain the concept of risk diversification in mutual funds. (2 Marks)
8. What is the role of a stock exchange in the share market? (2 Marks)

Q.2] Short notes (Attempt any Two)

- a) Characteristics of financial services with examples (5 Marks)
- b) Factors influencing customer choice of financial services (5 Marks)
- c) Role of technology in financial services marketing (5 Marks)

Q.3] Apply the marketing mix (7Ps) to design a marketing strategy for a life insurance product targeting young professionals. (10 Marks)

OR

Explain the marketing strategies used by mutual fund companies to attract retail investors in India. (10 Marks)

Q.4] An insurance company is facing declining policy renewals and low customer trust. (10 Marks)

- (A) Analyze the reasons for low customer retention in insurance services (5 Marks)
- (B) Suggest strategies to improve customer trust and policy renewals (5 Marks)

OR

Analyze the role of intermediaries (brokers, agents, online platforms) in the share market and evaluate their effectiveness. (10 Marks)

Q.5] Evaluate the importance of relationship marketing in mutual funds and insurance services with suitable examples. (10 Marks)

OR

b) Design an integrated marketing communication strategy for promoting investment in the share market among first-time investors. (10 Marks)
