SL No of QP : 6242
Unique Paper Code: 2923072013
Name of the paper: Marketing of Financial Services
Name of the Course: Bachelor of Business Administration BBA (FIA)
Semester: VI
Duration : 3 Hours
Maximum Marks: 90
Set: A
Instructions

1. Attempt any 5 out of the given six questions.

1. Using SBI/PNB or other banks with which you are familiar, examine the following (18 marks)
   a) In terms of market targeting, what types of customers are an ideal fit for the bank you have chosen?
   b) How is your bank positioned against other retail banks? Is this positioning sustainable?
   c) What path of action do you recommend for the bank to grow its market share?

2. a) What are financial products? Explain the major types of financial products available in India (9 marks)
   b) "Branding plays a special role in financial services companies because strong brands increase customers' trust in the invisible purchase." Explain(9 marks)

3. a) In the current times, products and services are offered online. Suppose A customer switches banks due to poor mobile app performance and technical issues. (9 marks)

   b) What marketing strategies could the bank use to improve service delivery? (9 marks)

4. b) Explain the process of new product development (9 marks)

   a) A microfinance institution operates in rural areas with limited internet access. What marketing mix strategy should it adopt to serve this segment effectively? (9 marks)
   b) What do you understand by the business environment? Explain the internal and external components (9 marks)

5. a) A fintech company offering microloans is being scrutinized for its data privacy practices. Evaluate the legal and ethical implications under current financial service regulations. (9 marks)
   b) Why is customer loyalty important to a banking firm's profitability? Give a suitable example related to financial services.(9 marks)

6. a) A company that provides digital payment services only is facing huge trust issues among senior citizens. Analyze how physical evidence and services personnel can build trust issues. (9 marks)
   b) How can a services firm build a strong culture that emphasizes service excellence and productivity (9 marks)