

MFS  
Set - I.  
Modelized

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**  
**PGDM / PGDM (M) / PGDM (SM)**  
**FIFTH TRIMESTER (Batch 2019-21)**  
**END TERM EXAMINATIONS, JANUARY 2021**  
**Set-I: Prepared by VF Sudhir Sharma**

|             |                                 |             |               |
|-------------|---------------------------------|-------------|---------------|
| Course Name | Marketing of Financial Services | Course Code | <b>MKT504</b> |
| Max. Time   | <b>2 hours</b>                  | Max. Marks  | <b>40 MM</b>  |

**INSTRUCTIONS:**

Attempt any two (20 marks each)

1) Relationship Selling and CRM plays an important part in marketing of Financial Services. Illustrate in detail with the help of Sales Cycle.

2) Suggest a portfolio from various financial products as a tool to build investments to a customer who is seeking:

- a) High returns on investments
- b) Moderate but Stable returns on investments

Justify by giving appropriate examples.

3) A new bank branch of a renowned bank is about to set up in a posh residential catchment of Noida.

- a) Suggest the various marketing activities that should be undertaken by the Branch Manager in order to increase the awareness and promotion of the new branch.
  - b) Identify the various challenges that may come in designing the marketing strategy.
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**Set-II: VF Sudhir Sharma**

Set-II  
Moderated  
MFS

|             |                                 |             |               |
|-------------|---------------------------------|-------------|---------------|
| Course Name | Marketing of Financial Services | Course Code | <b>MKT504</b> |
| Max. Time   | <b>2 hours</b>                  | Max. Marks  | <b>40 MM</b>  |

**INSTRUCTIONS:**

Attempt Any Two (20 marks each)

1) Discuss the Key roles of distribution channels in the context of banks and insurance companies. Do you register a change in the way channel strategy of a particular bank has evolved over last 10 years? Elaborate your observations with relevant examples.

2) Customer Relationship Management & Relationship Selling plays a crucial role in Marketing of Financial Services. Comment on your relationship with your bank branch and what future changes that you will recommend for improved customer relationships.

3) Suggest a portfolio from various financial products as a tool to build investments to a customer who is seeking:

- a) High returns on investments
- b) Moderate but Stable returns on investments

Justify by giving appropriate examples.

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