

## P54/BIB302/EE/20160601

Time : 3 Hours

Marks : 80

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### Instructions :

1. All Questions are Compulsory.
  2. Each Sub-question carry 5 marks.
  3. Each Sub-question should be answered between 75 to 100 words. Write every questions answer on separate page.
  4. Question paper of 80 Marks, it will be converted in to your programme structure marks.
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1. Solve any **four** sub-questions.
  - a) Discuss the characteristics of Financial Services. 5
  - b) Explain, in brief, the fee based financial services. 5
  - c) Discuss the four key tasks of marketing management. 5
  - d) What is a service? Discuss features of services. 5
  - e) Explain various needs as buying motives. 5
  
2. Solve any **four** sub-questions.
  - a) Discuss in brief, the Pavlovian Learning Model. 5
  - b) Explain Bank Guarantee and letter of Credit as the financial services. 5
  - c) Discuss the four strategies for growth of Business and Profits. 5
  - d) Explain the meaning, advantages and disadvantages of ATMs. 5
  - e) Explain the objectives of pricing of Bank Services. 5

3. Solve any **four** sub-questions.
- a) Explain the values which Bank Customer's want to be satisfied. 5
  - b) Discuss the factors influencing behaviour of Bank Customers. 5
  - c) Discuss the functions of a Portfolio Manager. 5
  - d) Explain any five characteristics of Merchant Banking Services. 5
  - e) Discuss the need for marketing of Insurance Services. 5
4. Solve any **four** sub-questions.
- a) Explain, in brief, any five salesmanship skills necessary for marketing insurance. 5
  - b) Why there is need for pension plan in insurance? 5
  - c) Discuss the pension fund risks. 5
  - d) Explain the main drivers for globalisation of financial services markets. 5
  - e) Discuss the impact of Globalisation of Financial services on local markets. 5

