

# MBA 3713

M.B.A. DEGREE EXAMINATION, JUNE 2007

Third Semester

Finance

## Paper XIII — MANAGEMENT OF FINANCIAL SERVICES

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of the following.

1. What are the salient features of financial service marketing?
2. Explain the micro components of marketing environment.
3. What are the concept of financial product in financial services?
4. Describe the new product development in financial services.
5. What are the factors to be considered for price determination financial services.

6. Explain the sales promotion of financial services marketing.

7. What is the importance of mutual fund?

8. Explain the various kinds of credit cards.

**PART B — (5 × 10 = 50 marks)**

Answer any FIVE out of the following.

9. Explain the present scenario of financial services marketing in India.

10. "Financial services marketing versus goods marketing" – Comment.

11. Critically analyse the environment of financial service marketing.

12. Describe the customer service strategy in financial service marketing.

13. What are the distribution strategies to be followed in the marketing of financial services?

14. Discuss the distribution strategies in financial services marketing.

15. Discuss the leasing and Hire purchase services scenario in India.

16. Explain the retention strategies of some non-fund based financial services.

**PART C — (1 × 20 = 20 marks)**

**Case study — Compulsory**

17. Call rates closed at 6.40 – 6.50 percent on Thursday against the previous close of 6.80 – 7.00 percent. In the first one – day reverse repo auction, the RBI received and accepted one bid for Rs. 25 crore. In the second one day reverse repo auction, it received and accepted seventeen bids for Rs. 9020 crore. There were no bids in the first and second one day repo auction. The CBLO market saw 398 trades aggregating to Rs. 23,946.50 crore in the 5.75 – 5.25 percent range.

- (a) What is the position of call rates?
- (b) How many bids are received by the RBI?
- (c) How much amount trade aggregating in CBLO?

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