

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Integrated - SEMESTER– IX EXAMINATION – SUMMER 2022

Subject Code: 2597163**Date: 08/06/2022****Subject Name: Marketing of Financial Services****Time: 02:30 pm to 05:30 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) What can be said as financial services? Explain types of it **07**
(b) Elaborate components of Indian Financial Services. **07**
- Q.2** (a) What are the various regulatory bodies of Indian Financial Services? **07**
(b) Explain housing finance with its importance. **07**
OR
(b) Differentiate formal vs informal financial sectors. **07**
- Q.3** (a) Explain roles played by merchant bankers in issue management. **07**
(b) What are the types of mutual funds? **07**
OR
- Q.3** (a) Write a note on SWP and SIP. **07**
(b) What roles played by NBFC in Financial Market? **07**
- Q.4** (a) Explain financial service environment. **07**
(b) What are the key marketing strategies for financial services? Explain **07**
OR
- Q.4** (a) Explain the marketing research process in detail. **07**
(b) Elaborate criteria for financial service segmentation in detail. **07**
- Q.5** (a) Explain components of financial services in detail. **07**
(b) Explain various functions of stock broking firm. **07**
OR
- Q.5** (a) Explain in detail various types of NBFCs. **07**
(b) Elaborate characteristics of financial services in detail. **07**
