

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA INTEGRATED– SEMESTER - IX EXAMINATION- SUMMER-2023**

**Subject Code: 2597163****Date: 22/06/2023****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** (a) What do mean by financial services? Describe the characteristics of financial services. **07**
- (b) Explain the constitutions and management of Mutual Funds in India. **07**
- Q.2** (a) Explain the classification of financial institutions in brief. **07**
- (b) How have NBFCs contributed to the economic growth of the country. **07**
- OR**
- (b) Explain various distinctive aspects of service marketing. **07**
- Q.3** (a) “Banks are an important financial intermediary in the financial system.” Explain. Give the names of the product which are provided by bank to us. **07**
- (b) Who we calculate the NAV of mutual fund. Explain with your own example. **07**
- OR**
- Q.3** (a) What do you mean by housing finance? Describe the role of housing and housing finance in Indian economy. **07**
- (b) Describe the new trends used for financial marketing services. **07**
- Q.4** (a) Explain the seven steps in marketing research process. **07**
- (b) Define stock broking. Describe the bodies regulating the stock brooding firms. **07**
- OR**
- Q.4** (a) Describe the various regulatory bodies of Indian Financial Services in short. **07**
- (b) What do you mean by Merchant Banking? Explain the characteristics of merchant banking. **07**
- Q.5** (a) What do you mean by life insurance? State the benefits of life insurance. **07**
- (b) What do you mean by reverse mortgage loan? Explain the benefits of reverse mortgage loan. **07**
- OR**
- Q.5** (a) What is meant by marketing segmentation? What will be the suitable base for the marketing of financial products? **07**
- (b) Describe the various postal financial services in India, available for Indian citizen. **07**

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