

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Integrated– SEMESTER –IX-EXAMINATION – WINTER-2023

Subject Code:2597163

Date: 13-12-2023

Subject Name: Marketing of Financial Services

Time:10:30 AM TO 01:30 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) Define financial service industry and discuss the various services rendered by it. **07**
(b) Discuss briefly some of the innovative financial instruments introduced in recent times in the financial service sector. **07**
- Q.2** (a) Define a mutual fund and describe the various schemes that are offered by it. **07**
(b) Distinguish between a commercial bank and a merchant bank. **07**
- OR**
- (b) Explain the services of merchant bankers. **07**
- Q.3** (a) Write a note on importance of NBFCs in India. **07**
(b) What is wholesale banking? Discuss the products of wholesale banking? **07**
- OR**
- Q.3** (a) Explain briefly role and functions of Reserve Bank of India. **07**
(b) Discuss the features of mortgage backed securities. **07**
- Q.4** (a) What is the meaning of Insurance? Distinguish between Life Insurance and General Insurance **07**
(b) What rights and facilities are available to an investor of a mutual fund? What factors should be considered before selecting a mutual fund? **07**
- OR**
- Q.4** (a) What is stock broking? What are the functions of a stock broker? **07**
(b) Explain the functions and powers of the Securities and Exchange board of India. **07**
- Q.5** (a) Write a note on the types of macro environmental factors that affect the financial services industry. **07**
(b) Explain with example of how a bank could position itself relative to a competitor? **07**
- OR**
- Q.5** (a) Describe the basic market information that every bank should make available to its management. **07**
(b) Would a financial services organisation choose a differentiated marketing strategy or an undifferentiated one? Give reasons for your answer. **07**
