Dr. Babasaheb Ambedkar Open University

Course	**: PGDF**	**Numerical Code:**
Subject Code	**: PGDF – 104**	**Numerical Code:**
Subject Code	**: Management of Financial Service**	**Max. Marks: 70**
Date	**:**	**Time: 03:00 to 06:00**

Section A

Answer the following (any three) **(30)**

1. Describe the concept of financial services? Explain the characteristics of financial services?
2. Describe behavioural models for analyzing buyers?
3. Describe the product life cycle? Explain product strategies
4. Describe regulatory framework of financial services in India?
5. Describe the advertising and promotion of financial services?

Section B

Answer the following (any four) **(20)**

1. Technology in Financial Services
2. Marketing Strategy and Financial Services
3. New Product in Banking
4. Stock Exchange
5. Leasing and Insurance
6. Characteristics of Services

SAMPLE QUESTION PAPER

Section C

A. MCQ (2x5)

1. The _____ as the main regulator of credit is the apex institution in the financial system.
   a. Reserve Bank of India (RBI)
   b. State Bank of India
2. _____sector plays a very crucial and significant role in a country's economy.
   a. Financial services
   b. Marketing
3. Closed-Ended is an investment company which manages mutual fund offering fixed number of shares for sale.
   a. True
   b. False
4. Consumer is the ultimate user of goods, ideas or services. Also the buyer or decision maker, for example, the parent selecting children's books is the consumer.
   a. True
   b. False
5. Which is not the part of market research?
   a. New service development
   b. New FD opening
   c. New service product acceptance
   d. all of above

B. Do as Directed (2x5)

1. What is consumer behaviour?
2. Define customer satisfaction?
3. Define product development?
4. Define marketing research?
5. What do you understand by competitive economy?

SAMPLE QUESTION PAPER

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