



25020277

QP CODE: 25020277

Reg No :

Name :

**BFM DEGREE (CBCS)) REGULAR/ IMPROVEMENT/ REAPPEARANCE / MERCY
CHANCE EXAMINATIONS, FEBRUARY 2025**

Fourth Semester

Bachelor of Financial Markets

Core Course - FM4CRT13 - MARKETING OF FINANCIAL SERVICES

2017 Admission Onwards

C1EDDC2C

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. List a few difficulties tackled while predicting consumer behaviour.
2. When will the attitude of a learner change?
3. Name the levels of consumer decision making.
4. Narrate any one model of consumer decision making.
5. State the areas where motivational theories are proven to be effective.
6. State the objectives of service marketing.
7. Describe the term service quality.
8. What is meant by macro environment in service marketing environment?
9. What is meant by service marketing mix?
10. Which are the various sales promotion methods used in services sector?
11. What is social marketing?
12. Name an act governing marketing of financial services in India.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What is meant by buyer behaviour?





14. Compare and contrast psychological and psychoanalytical models of consumer behaviour.
15. Elucidate the concept of consumer adoption process.
16. What is the relevance of defense mechanisms in consumer motivation?
17. What are the main features of services.
18. Write in brief about the positioning and differentiation of services in marketing.
19. What are the different challenges faced in distribution of services?
20. Measuring customer satisfaction is critical element in retaining the customers. Give you opinion on this.
21. Write the ethical issues in service marketing.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Altering consumer attitude is a key strategy for the marketers. Comment on this statement.
23. Trace the growth of service sector in India.
24. What is service marketing mix? Which are the extended marketing mix for services?
25. Narrate the role of internet and IT in services marketing sector.

(2×15=30)

