

2015  
MBA  
Paper : 3.5

**MANAGEMENT OF FINANCIAL SERVICES  
AND MARKETS / SERVICES MARKETING**

Full Marks : 70

Time : 3 hours

*Answer from the Group offered by you*

**GROUP : A : MANAGEMENT OF FINANCIAL SERVICES  
AND MARKETS**

*The figures in the margin indicate full marks for the questions*

- A. Write short notes on any five from the following : 5X2=10
- (i) Future contract
  - (ii) Option
  - (iii) Offer for sale
  - (iv) Forfaiting
  - (v) Financial lease
  - (vi) Venture capital
  - (vii) Right issue
- B. Answer any four from the following: 4X5=20
- (i) Discuss the organization of financial system in India.

- (ii) Write a short note on derivatives.
- (iii) Discuss the pricing of public issue.
- (iv) How a lease is evaluated?
- (v) Discuss the types of factoring.
- (vi) Discuss the flow of funds in the financial system.
- (vii) What the money market instruments? Briefly describe.

C. Answer any four from the following:  $4 \times 10 = 40$

- (i) Discuss the participants in the securities market?
- (ii) Discuss the role of financial system in economic development of the country.
- (iii) Discuss the major problems faced by Indian financial services sector.
- (iv) Discuss the differences between leasing and hire purchase?
- (v) Compare bill discounting, factoring and forfeiting.
- (vi) Discuss the credit rating process followed by credit rating agencies.

#### GROUP : B : SERVICES MARKETING

I. Answer any four from the following :  $2.5 \times 4 = 10$

- 1. Discuss briefly the perishability factor of services ?
- 2. What do you understand by mental stimulus processing ?
- 3. What is destroyer pricing?

( 2 )

*P.T.O.*

- 4. What is branding of services?
- 5. What is packaging of services?

II. Answer any four from the following :  $5 \times 4 = 20$

- 1. What are the differences between a product and a service?
- 2. What are the characteristics of services?
- 3. Discuss briefly the classification of services based on the degree of involvement of the customer.
- 4. What are the factors that lead to fluctuations in demand for services?
- 5. What are the strategies in relationship marketing?

III. Answer any four from the following:  $10 \times 4 = 40$

- 1. What are the factors affecting the service of various sectors? Illustrate with an example. Why is service considered necessary in a product offering firm?

6 + 4

- 2. Mrs. Ganguly owns a multi cuisine restaurant where she wants to bring in some changes in the service offering and she is also planning to venture into a new business of herbal beauty salon. Suggest some effective service innovative ideas for her existing business

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and also prepare a service development plan for her new venture of business. 5 + 5

3. Discuss elaborately the five dimensions of measuring service quality.
4. Suggest some strategies to match demand and capacity with illustrating examples.
5. Describe relationship marketing. Why is relationship marketing important? What are the various ways of recovery management? 2 + 4 + 4

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