

1056  
Master of Business Economics  
Fourth Semester  
Group-A: Banking and Finance  
MBE-7204: Marketing of Insurance and Banking Products

Time allowed: 3 Hours

Max. Marks: 80

*NOTE Attempt five questions in all, selecting one question from each Unit.*

*x-x-x*

**UNIT - I**

- I. What are different marketing challenges for financial services? Also discuss service characteristics and their implications. (16)
- II. What is the importance of customer satisfaction and service quality? Discuss customer retention and defection motives in marketing of financial services. (16)

**UNIT - II**

- III. Discuss important endowment insurance policies in detail. (16)
- IV. Write a detailed note on calculation of life insurance net single premium. (16)

**UNIT - III**

- V. What are important distribution channel of insurance? Explain Bancassurance in detail. (16)
- VI. Discuss the claim procedures in life and general insurance in detail. (16)

**UNIT - IV**

- VII. What do you mean by bank marketing? Discuss the features of retail banking in detail. (16)
- VIII. Write a note on:-  
a) Banking regulation and investor protection  
b) Deposit products (8,8)

**UNIT - V**

- IX. What are different channels of distribution for banks? Discuss the importance of direct selling in banks. (16)
- X. Write a detailed note on:-  
a) Segmentation of banking services  
b) Relationship and transaction banking (8,8)

*x-x-x*