	Trim: Jan – Mar 24		
Maximum Marks: 25	Examination: ETE Exam	Date: 21st April 2024	Duration: 1.5 hrs

Programme code: Programme: MBA PT MM	Class: TY	Semester/Trimester: IX (SVU 2022-R1)
College: K. J. Somaiya Institute of Management	Name of the department/Section/Center: Marketing	
Course Code:	Name of the Course:	Marketing of Financial Services

Instructions: Answer any five (5) questions from the options given below. All questions carry equal marks

Question No.	Questions	Max. Marks
1	While the pandemic has intensified financial volatility, it has also created an opportunity for Banking and Financial Services (BFS) companies to re-imagine their role in a new normal. The next five years will represent a period of consolidation. Incumbent firms will embrace digital transformation to deepen their capabilities, and maturing FinTechs will explore partnerships that enable them to focus on disruption and customer-focused innovation. Challenging regulatory imperatives, meanwhile, will lead new technologies to be harnessed in tackling rapidly shifting threats and building operational resilience. You are required to discuss the five BFS trends that will change the way businesses function in 2025.	5
2	Sandeep is a 30 years male working in an MNC. His friend has met with a dangerous accident and luckily survived. Seeing his friend in the hospital and the huge hospitalisation bill … Sandeep is now exploring ways to secure his own life. What financial product/s should he buy.	5
3	What are Loans? Discuss the types of Loans. What are the technology trends in the Lending business?	5
4	What is the role of Regulators in the Financial markets?	5
5	What is Potential Service Segmentation? Explain the model for Digital Banks.	5
6	What is the Comprehensive Pension System in India. Explain the features of NPS.	5
7	Why is Compliance important in the BFSI sector. Discuss the 8 important steps to be taken by organisations to build sustenance.	5

8	Explain the below exhibit …'The Octagon of Exponentials' wrt the insurance industry.	5