

**Time Allowed: 3 Hours**

**Maximum Marks:100**

**Date: December 7, 2024**

**Marketing for Financial Services  
JAIBP (Specialization)**

**Roll No:**

**Instructions:**

- i. Attempt ALL questions;
- ii. Answers must be neat, relevant and brief;
- iii. In marking the answers, the examiner takes into account clarity of exposition, logic of arguments, presentation and language;
- iv. Read the instructions printed inside the top cover of answer script CAREFULLY before attempting the paper;
- v. DO NOT write your Name, Access No or Roll No. etc. anywhere inside the answer script(s);
- vi. Candidates are advised NOT to mark any of the objective answer on the Question Paper, otherwise their paper will be cancelled;
- vii. Question Paper must be returned to invigilator before leaving the examination hall.
- viii. Ensure that you shade your choice on the Optical Mark Reader sheet correctly. Only ONE circle must be shaded as shown below:

**Correct Way:** ☐ A ☒ B ☐ C ☐ D (Choice B is selected)

**Incorrect Ways:** ☐ A ☒ B ☒ C ☒ D

**SECTION B: SUBJECTIVE**

**All the questions are compulsory.**

**(55 Marks)**

**Q31** What are the strategic options for Target Marketing? Identify and briefly explain each strategic option.

**(10 Marks)**

**Q32**

A. Your organization is carrying out a study on possible failures after the launch of a new product. Your task is to divide the respondents into FOUR groups, study how they respond to service failures and present relevant findings for your supervisor's perusal. What are the key points that you will be covering for the study?

**(8 Marks)**

B. What is "The Microenvironment" in marketing? Identify and explain at least three micro environmental factors.

**(5 Marks)**

**Q33** Explain, in detail, the process of Market Segmentation, covering each type of segmentation. Support your answer with relevant examples.

**(9 Marks)**

**Q34** Explain, in detail, the concept of Marketing Mix, covering all the 5Ps of Marketing. Support your answer with examples.

**(10 Marks)**

**Q35**

A. What are the Steps of Setting a Pricing Policy in Marketing? Identify and explain each step in detail, supporting your answer with examples.

**(8 Marks)**

B. You are the Marketing Manager at a local bank and you have been tasked to present how the existing clientele of your bank can help the team in achieving repeat sales and what factors should they be focusing while achieving their targets. What are the key points you will be covering in your presentation?

**(5 Marks)**

**X ——— END OF PAPER ——— X**