MMPB – 005

Master of Business Administration (MBA)/ Master of Business Administration (Online) MBA(OL)/ Master of Business Administration (Banking and Finance) (MBF)/ Post Graduate Diploma in Service Management (PGDISM)

ASSIGNMENT
For
July 2026 and January 2027 Semesters

MMPB – 005: MARKETING OF FINANCIAL SERVICES

Last date of submission for July 2026 Semester is 31st October 2026
and for January 2027 Semester is 30th April 2027)

School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

Course Code	**:**	**MMPB – 005**
Course Title	**:**	**Marketing of Financial Services**
Assignment Code	**:**	**MMPB – 005/TMA/JULY/2026**
Coverage	**:**	**All Blocks**

Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2026 Semester is 31st October 2026 and for January 2027 Semester is 30th April 2027.

1. Discuss the nature and scope of financial services in India. Examine the role of financial services in economic development, financial inclusion and wealth creation in the country with suitable examples.

2. Explain the various banking and non-banking financial products and services available in India. Critically evaluate the strategies used by banks for attracting and retaining customers in a highly competitive financial market.

3. Define Merchant Banking. Describe the role of merchant banking in issue management and underwriting services.

4. Compare the marketing strategies adopted in insurance services and mutual funds. How do financial institutions design promotional and distribution strategies for these sectors in India?

5. What is the role of analytics in CRM? What are some examples of how analytics can be used in CRM?