

MS - 423

Master of Business Administration (Banking & Finance) (MPB)

**ASSIGNMENT
For
January 2025 and July 2025 Sessions**

MS - 423: Marketing of Financial Services

**(Last date of submission for January 2025 session is 30th April, 2025
and for July 2025 session is 31st October, 2025)**



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

ASSIGNMENT

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| Course Code | : | MS - 423 |
| Course Title | : | Marketing of Financial Services |
| Assignment Code | : | MS – 423/TMA/JAN/2025 |
| Coverage | : | All Blocks |

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2025 session is 30th April, 2025 and for July 2025 session is 31st October, 2025.

1. Discuss the types of Financial Markets in India in detail
2. Why is the marketing Mix of Services extended to include three more P,s? Discuss about the Marketing Mix for Financial Services
3. What do you mean by Merchant Banking? What are the various functions performed by Merchant Bankers?
4. Who are the parties in Insurance? What are the benefits of taking Insurance? How Insurance plays an important role in the Economic Development of the Country
5. What are the emerging issues and challenges of the Financial Sector in India? Discuss