

**Bharati Vidyapeeth**  
**(Deemed to be University), Pune**  
**School of Distance Education**

<b>Assignment No.</b>		<b>Name of the Assignment Setter:</b>		<b>Savneet Kaur</b>	
<b>Course Code:</b>	<b>405</b>	<b>Class:</b>	<b>MBA/EMBA/MBA-HR</b>	<b>Semester:</b>	<b>IV</b>

<b>Subject:</b>	<b>Marketing of Financial services</b>
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**Q.1) Attempt ANY ONE of the Following (1000 Words) (10)**

- a) What are the elements of financial services? Discuss in brief.  
Discuss the role of financial institutions in the economic development of a
- b) country.

**Q.2) Attempt ANY TWO of the Following (800 Words) (12)**

- a) Define the nature and scope of investment management.
- b) Discuss about the characteristics of bank services.
- c) Explain financial and distribution intermediaries in financial services
- d) Discuss the various regulatory framework of financial services sector in India.

**Q.3) Write Short Notes on (ANY TWO) (08)**

- a) Define SEBI, AMFI and IBA
- b) Direct Selling Agents (DSA)
- c) Globalized Market
- d) Green Banking

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