



**FIRST-YEAR OF MASTER OF COMMERCE  
MAJOR BANKING AND FINANCE REVISED  
SYLLABUS ACCORDING TO CBCS NEP  
2020**

**COURSE TITLE:  
MARKETING OF BANKING AND INSURANCE PRODUCTS  
SEMESTER-I, W.E.F. 2023-2024**

**RECOMMENDED BY THE BOARD OF STUDIES IN COMMERCE  
AND**

**APPROVED BY THE ACADEMIC COUNCIL**

Devrukh Shikshan Prasarak Mandal's

Nya. Tatyasaheb Athalye Arts, Ved. S. R. Sapre Commerce, and  
Vid. Dadasaheb Pitre Science College (Autonomous), Devrukh.  
Tal.Sangmeshwar, Dist. Ratnagiri-415804, Maharashtra, India

Academic Council Item No: \_\_\_\_\_

Name of the Implementing Institute	:	Nya. Tatyasaheb Athalye Arts, Ved. S. R. Sapre Commerce, and Vid. Dadasaheb Pitre Science College (Autonomous), Devrukh. Tal. Sangmeshwar, Dist. Ratnagiri-415804,
Name of the Parent University	:	University of Mumbai
Name of the Programme	:	Master of Commerce
Name of the Department	:	Commerce
Name of the Class	:	First Year
Semester	:	First
No. of Credits	:	04
Title of the Course	:	Marketing of Banking and Insurance Products
Course Code	:	C403BKT
Name of the Vertical in adherence to NEP 2020	:	Major and Minor
Eligibility for Admission	:	Any graduate seeking Admission to Master Programme in adherence to Rules and Regulations of the University of Mumbai and Government of Maharashtra
Passing Marks	:	40%
Mode of Assessment	:	Formative and Summative
Level	:	PG
Pattern of Marks Distribution for TE and CIA	:	60:40
Status	:	NEP-CBCS
To be implemented from Academic Year	:	2023-2024
Ordinances /Regulations (if any)		

*Nya. Tatyasaheb Athalye Arts, Ved. S. R. Sapre Commerce and Vid. Dadasaheb Pitre Science College, Devrukh (An Autonomous College Affiliated with University of Mumbai)*

## Syllabus for First Year of Master of Commerce in Banking and Finance

(With effect from the academic year 2023-2024)

**SEMESTER-I**

**Paper No.— I**

**Course Title: Marketing of Banking and Insurance Products**

**No. of Credits - 04**

**Type of Vertical: Major and Minor**

**COURSE CODE:C403BKT**

### Learning Outcomes Based on BLOOM's Taxonomy:

After completing the course, the learner will be able to...

Course Learning Outcome No.	Blooms Taxonomy	Course Learning Outcome
CLO-01	Understand	To understand the concepts of marketing in insurance and banking
CLO-02	Apply	To learn to apply the techniques of marketing for banking and insurance
CLO-03	Analyze	To analyze the scope of marketing activities in banking and insurance
CLO-04	Evaluate	To evaluate the relevance and importance of marketing for banking and insurance

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(With effect from the academic year 2023-2024)

**SEMESTER-I**

**Paper No.— I**

**Course Title: Marketing of Banking and Insurance Products**

**No. of Credits - 04**

**Type of Vertical: Major and Minor**

**COURSE CODE:C403BKT**

<b>COURSE CONTENT</b>			
<b>Module No.</b>	<b>Content</b>	<b>Credits</b>	<b>No. of Lectures</b>
1	<b>Module I: Introduction to Marketing</b> Meaning of marketing, nature, process & scope of marketing Different marketing strategies, different marketing channels, Marketing mix, Four C's of marketing, four P's of Marketing Pricing of product & pricing strategies	01	15
2	<b>Module II: Marketing theories</b> Product life cycle Maslow's Need hierarchy theory, Porter's five forces Model, BCG matrix An off model of marketing	01	15
3	<b>Module III: Consumer Behaviour and Marketing of Banking and Insurance Product</b> Decision making process, Factor influencing consumer behavior, Formulation of marketing mix, Promotional strategies for services, Bank customer relationship, Relationship marketing, Problems in marketing	01	15
4	<b>Module IV: Product Mix</b> Total Product concept, Creating product range, Width of service business, New product development process, study of various existing product mix of banking and insurance companies	01	15
<b>Total</b>		<b>04</b>	<b>60</b>

### Access to the Course

The course is available for all the students admitted for Bachelor of Commerce as a Major or a minor. The students seeking admission in other disciplines may select the course as a minor considering the terms and conditions laid down by the University of Mumbai, the Government of Maharashtra, and the college, from time to time.

### Forms of Assessment

The assessment of the course will be of Diagnostic, Formative and Summative type. At the beginning of the course diagnostic assessment will be carried out. The formative assessment will be used for the Continuous Internal Evaluation whereas the summative assessment will be conducted at the end of the term. The weightage for formative and summative assessment will be 30:20. The detailed pattern is as given below.

#### Term End Evaluation (60 Marks)

##### Question Paper Pattern

Time: 2 hours

Question No.	Unit/s	Question Pattern	Marks
Q.1	All Unit	MCQs	12
Q.2	I	Attempt any 2 out of 3	12
Q.3	II	Attempt any 2 out of 3	12
Q.4	III	Attempt any 2 out of 3	12
Q.5	IV	Attempt any 2 out of 3	12
<b>Total</b>			<b>60</b>

#### Internal evaluation (40 Marks)

Sr. No.	Description	Marks
1	Mid Term Examinations	20
2	Active Participation in teaching learning Process	10
3	Subject related activities as assigned by the teacher	10
<b>Total</b>		<b>40</b>

### Grading Scale

The grading scale used is O to F. Grade O is the highest passing grade on the grading scale, and grade F is a fail. The Board of Examinations of the college reserves the right to change the grading scale.

**References :**

- 1) Desai, Vasant, Principles of Bank Management, Himalaya Publication, 1993.
- 2) Madhukar, R.K., Dynamics of Bank Marketing, UBS Publishers, 1990.
- 3) Agrawal O. P., Banking and Insurance, Himalaya Publishing House, Bombay, 2011
- 4) Cliford Gomez, Banking Theory and Practice, Ajith Publications, Kollam, 2007
- 5) Dash B. M., Commercial Banking: Risk and Credit Management, Arise Publications, New Delhi.
- 6) Shekhar K.C., and Lekshmy Banking Theory and Practice, Vikas Publishing House, New Delhi, 2005.
- 7) Shrivastav Mohan, Banking Reforms and Globalization, APH Publishing Corporation, New Delhi, 2007.
- 8) Sunderam and Varsheny Banking and Financial System, S. Chand & Company Ltd, New Delhi, 2001.
- 9) Swain B. K., Commercial Banking in a Changing Scenario, Excell Book, New Delhi, 2006.