Prahladrai Dalmia Lions College of Commerce & Economics
(Government Aided & Affiliated to University of Mumbai & AICTE,New Delhi)
NAAC Re-accredited with 'A' Grade (III Cycle) ISO 21001:2018 Certified
University of Mumbai Recognised Research Centre in Accountancy,Commerce & Business Economics
A Government Approved Hindi Linguistic Minority Institute
54 Years of Sterling Performance in Education

NOTICE

Date: 19/08/2026

This is to inform all TYBFM students that the **internal assessment for the course - Production and Design Thinking Management), AI in Financial Markets**, **Marketing for Financial Services**
, will be on the following criteria:

1. **Mandatory class test for 10 marks or 20 marks**
2. **Instructions for Project :10 or 20 marks**
   a) Students have to be present in person for the submission of their project work.
   b) Submission of projects to be done on A4 size ruled paper ONLY. **The entire project must be handwritten by the student himself in legible handwriting and stapled together in a booklet format**.
   c) **The Front page (top right hand side)should contain details:**
   Name of the student
   Roll no.
   Class and Division
   Semester
   Course (Subject)
   Date
   Name of the project
   d) **The main project will be subdivided as:**
   Index (no page number)
   Chapter 1: Introduction to project topic (maximum 2 pages).
   Chapter 2: Main body of the project topic (3 to 5 pages)
   Chapter 3: Conclusion and Suggestions to the project topic (maximum 2 pages)
   Chapter 4: Bibliography (1page)
   Certificate page (format attached herewith).
   e) A google link will be provided to the students to upload their entire project in due course.

5. Instructions for Assignments: 10 or 20 marks
   a) Students have to be present in person for the submission of their assignment
   b) Submission of assignment to be done on A4 size ruled paper ONLY. **The entire assessment must be handwritten by the student himself in legible handwriting** and stapled together in a booklet format.
   c) **The Front page (top right hand side)should contain details:**
   Name of the student
   Roll no.
   Class and Division
   Semester
   Course (Subject)
   Date
   Name of the assignment.
   d) Assignment must be of maximum 5 pages.

6. If the student fails to present himself on the given date and time for submission of project and assignment he/ she will be marked ABSENT for the said submission and no further chance will be given.

Dr.Sailee Shringarpure	**Ms. Subhashini Naikar**	**Prof.(Dr.) Digambar N Ganjewar**
BFM Co-ordinator	**Vice- Principal (SFC)**	**Principal**

DI/N-STD/Gen/00

Subject-(Production and Design Thinking Management)
Assignment questions (10 Marks)

1) What is Quality Management?
2) What do you mean by Lean System?
3) Explain the Lean tools in brief.
4) Explain the concept of Six Sigma Basics along with the problem solving methods.
5) Write short note on Service Blueprinting

Semester - V Class - TYBFM Subject - AI in Financial Markets

Note: The following practicals are to be performed individually by each student.

- **Students should work on topics specified for their Roll Numbers.**
- **Each practical carries 5 marks.**
- **Complete all the given tasks using Excel, LLM (Chatgpt, Gemini or Claude), and the specified financial market platform, wherever required.**
- **Follow the instructions given for each practical carefully.**
- **Show all the steps, calculations, and results clearly.**
- **Take appropriate screenshots of your work and attach them with the practical.**
- **Write the final answers and observations clearly.**
- **Make sure that all calculations and information used are properly verified.**
- **Finally, submit the entire document on time.**

For any other doubts and queries kindly reach out during AI in FM lectures..

Subject: Marketing for Financial Services

TYBFM - Semester V

ASSIGNMENT

Answer the following (any 6)

1. Compare goods marketing and services marketing with reference to intangibility, inseparability, Inconsistency and inventory. Use examples from the financial services industry.

2. Study the role of insurance services in financial planning. Select any insurance company and analyzehow it markets its insurance products to different customer segments

3. Case Study: A bank wants to attract college students, salaried professionals, senior citizens and high-net-worth individuals. Develop a suitable market segmentation and targeting strategy for the bank

4. Analyze the four promotional tools: Advertising, Sales Promotion, Public Relations and Direct Marketing

5. Explain the importance of Customer Relationship Management (CRM) in financial services. Analyze how CRM can improve customer retention and loyalty

6. Explain the 7Ps of Services Marketing using a bank, insurance company or financial technology company as a case study

7. Analyze how ATMs, mobile banking, internet banking, UPI and banking correspondents have changed the distribution of financial services

8. Explain the New trends in marketing..

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CERTIFICATE

I hereby certify that Mr./Ms. _(write your complete name)**_____________________________, student of _ (write name of your college) studying in (write your class and division) has completed a project titled (write the name of your project)____ in the area of Fundamentals Accounting for the academic year 2026-2027.**

To the best of my knowledge the work of the student is original and the information included in the project is correct.

Teacher in Charge
(______________________________)

Principal
Prof. (Dr.) D. N. Ganjewar