

(i) Printed Pages : 2

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(ii) Questions : 14

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Exam. Code : 

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**Bachelor of Commerce (Hons.) 6th Semester**

**1048**

**BANKING : Bank Marketing**

**Paper-BCH 610**

**Time Allowed : Three Hours]**

**[Maximum Marks : 80**

**Note :—** Attempt four questions from Section A carrying 5 marks each. Attempt two questions from Section B carrying 15 marks each. Attempt two questions from Section C carrying 15 marks each.

**SECTION—A**

1. Differentiate between Product and Service.
2. Write a detailed note on competitive analysis in banking.
3. Explain Corporate clients.
4. Define Bank marketing.
5. "Marketing Research facilitates bank marketing". Substantiate.
6. Explain various steps in developing effective communication.

**SECTION—B**

7. What do you mean by customer service ? What are the basic elements of effective service in a bank ?

8. What are the different elements of marketing mix in banking? Discuss the utility of 'marketing mix'.
9. What do you mean by mass marketing and multiple marketing? Can you apply the concept of mass and multiple marketing to a bank?
10. What are the different factors that are to be considered while planning the marketing activities by a bank?

### SECTION—C

11. The banks have to be very careful while taking the pricing decisions. Explain the statement highlighting the strategies by which pricing decisions can be taken.
12. What are the steps in communication process? Explain various goals which are sought to be achieved through communication system.
13. Write a detailed note on Bank's product strategy.
14. What do you mean by relationship and transaction banking? Explain the significance of relationship banking.