

(i) Printed Pages : 2

Roll No.

(ii) Questions : 14

Sub. Code :

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Exam. Code :

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Bachelor of Commerce 6th Semester (Hons.)
(2053)

BANKING : BANK MARKETING

Paper : BCH-610

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— (1) Section-A is compulsory. Attempt any **four** questions.
Each question carries **5** marks in Section-A.

(2) From Section-B attempt any **two** questions. Each
question carries **15** marks.

(2) From Section-C attempt any **two** questions. Each
question carries **15** marks.

SECTION-A

Answer the following questions briefly :

1. List the advantages of competitive analysis in Banking.
2. Explain the advantages of primary and secondary data in Banking.
3. List various customer services most banks offer.
4. What is the difference between transaction banking, relationship and corporate banking ?
5. Explain the usage of break-even analysis in bank marketing.
6. Briefly discuss the concept of international bank marketing.

SECTION-B

1. Explain the various elements of a marketing mix in Banking. Describe the forces/factors affecting marketing mix.
2. What are the criteria of successful Market segmentation ? What are the different segmentation strategies that can be adopted by bank marketer to segment the markets ?
3. (A) Some of the environmental forces are controllable whereas the others are beyond the control of a bank– Discuss.
(B) What are the factors which influence the Consumer Behavior in the purchase of products and services in banking industry ?
4. (A) Discuss the Marketing Strategy process for banking organizations.
(B) "Marketing Research is vital for the Evaluation of a sound Marketing Strategy"– Explain this statement.

SECTION-C

1. Write the strategic considerations in the Product Life Cycle concept for bank marketers. Discuss the marketing strategies that may be used at the introductory and maturity stages of the product life cycle.
2. Explain the objectives of Pricing Policy of banks. What are the various kinds of pricing strategies that can be adopted by banks ? Discuss.
3. Discuss the role of personal selling and advertising in promoting banking products/services. Discuss the major objectives of sales promotion in banking.
4. What are the various functions performed by channels of distribution ? What are the factors that determine the channel decision for banking product and services ?