

(i) Printed Pages : 2

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(ii) Questions : 9

Sub. Code : 

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Exam. Code : 

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**Bachelor of Commerce 6<sup>th</sup> Semester (Hons.)**

**(2054)**

**BANKING : BANK MARKETING**

**Paper : BCH-610**

**Time Allowed : Three Hours]**

**[Maximum Marks : 80**

**Note :—**(1) Attempt any **FOUR** parts, each carrying 5 marks from Section A.

(2) Attempt any **TWO** questions each from Section B and Section C carrying 15 marks each.

**SECTION—A**

1. Attempt any **FOUR** parts :

- (a) What is multiple marketing ?
- (b) What is marketing research ?
- (c) Give the role of market segmentation for banks.
- (d) What are augmented products ?
- (e) Difference between transaction banking, relationship banking and corporate banking.
- (f) Give advantages of International Bank Marketing.

**SECTION—B**

2. What is Bank marketing ? Explain the marketing mix for Banks along with their inter-relationship.

3. What do you mean by Bank Distribution ? Explain the art of Customer Service as applied to banking.
4. What do you mean by Relationship Marketing in banking ? Briefly explain the Competitive Analysis in banking.
5. Explain the process of strategy formulation citing examples from banking industry.

### SECTION—C

6. Explain the Pricing Strategies and the applicability of various pricing strategies in Banks.
7. Discuss the process of communication in marketing. Give illustration with respect to Bank marketing.
8. Write notes on :
  - (a) Various types of banking products
  - (b) Marketing techniques for large corporate clients.
9. What do you mean by break even analysis ? What are its applications ? How would you apply break even analysis in a Bank ?