

(i) Printed Pages: 2

Roll No.

(ii) Questions : 9

Sub. Code :

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Exam. Code :

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Bachelor of Commerce 6th Semester (Hons.)

(2042)

BANKING : BANK MARKETING

Paper : BCH-610

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— (1) Attempt any **FOUR** questions from Unit-I.
Each question carries 5 marks.

(2) Attempt any **TWO** questions from Unit-II & III.
Each question carries 15 marks.

UNIT—I

1. (a) Define Market.

(b) Discuss the four elements of Marketing Mix.

(c) What is Mass Marketing ?

(d) Distinguish between Product & Service.

(e) What is Bank Distribution ?

(f) International Bank Marketing.

4×5=20

UNIT—II

2. Explain the factors influencing the market of an organisation.
3. Discuss the various methods to analyse Customer Behaviour in banking.
4. Write short notes on :—
 - (i) Multiple Marketing
 - (ii) Relationship Marketing.
5. (i) What are the steps in strategy formulation ?
(ii) Competitive Analysis in Banking. 15×2=30

UNIT—III

6. Discuss the various types of pricing strategies and their applications in banking.
7. Explain the goals of communication and steps taken to develop effective communication.
8. Write short notes on :—
 - (i) Break Even Analysis
 - (ii) Elasticity of demand.
9. What do you mean by Corporate Clients ? How should a bank with such clients effectively ? 15×2=30