

2071
Bachelor of Commerce (Hons)
Sixth Semester
BCH-610: Banking: Bank Marketing

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section-A. Attempt two questions each from Section B and C respectively.

x-x-x

Section - A

I. Attempt any four of the following:-

- a) Define marketing.
- b) Write a short notes on customer service as applied to banking
- c) Distinguish between product and service.
- d) What do you mean by 'Bank Distribution'?
- e) Explain briefly the goals of communication.
- f) What are the types of products?

(4x5)

Section - B

II. What do you mean by marketing planning? Discuss the various factors influencing marketing planning. (15)

III. Write short notes on:-

- a) Mass marketing
- b) Multiple marketing

(2x7½)

IV. Explain in detail the concept of Relationship marketing in Banking. (15)

V. Define marketing research. Explain the various uses of marketing research. (15)

Section - C

VI. Discuss the concept of product/service delivery in Banking. (15)

VII. What do you mean by promotion strategy in banking? Discuss the various steps in the process of communication. (15)

P.T.O.

(2)

- VIII. Explain the concept of corporate clients. How does the bank cater to corporate clients? (15)
- IX. Discuss in detail the concept of international bank marketing. (15)

x-x-x