

B.VOC (MANAGEMENT-FINANCIAL SERVICES)**Subject: Marketing of Banking Services and Products****Subject Code: BFS-704****Semester: Fifth****Session- September 2022****Max. Marks: 70****Time: 03 hours****Instructions to the Students**

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

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SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)
(10x2=20 Marks)

- A. Differentiate between marketing goods and bank marketing.
- B. Write a short note on retail banking.
- C. Explain the term behavioural influences.
- D. How consumer attitude affect the bank business?
- E. Define segmentation strategy.
- F. Name any 4 banking services.
- G. Name any four marketing strategic elements.
- H. Write short note on product marketing strategic element.
- I. Why relationship marketing is important?
- J. Write short note on debit card.

SECTION –B (ESSAY TYPE QUESTIONS)
(5x10=50 Marks)

1. Explain the concept of bank marketing and it's characteristics in detail.
2. Why study of behavioural profile of bank customers is important? How retail customer behavioural profile is different from the corporate customers?
3. Define marketing strategy. Explain the different type of marketing strategies in detail.
4. Explain market segmentation, How market segmentation

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strategy of agriculture customer is different from household customers?

5. Differentiate the marketing strategy of public banks and private sector banks? Also explain the process of strategic decision making.
6. What is the purpose of market segmentation? What are the implications of segmentation for effective banking?
7. Explain the marketing strategy for credit cards in detail.
8. What is relationship marketing? Explain the process of relationship marketing in detail.

END OF PAPER