

people with varied culture and interests. With higher income at their disposal, the people of Chandigarh are now keener than ever, to undertake various tours across the country. There are several Travel agencies and Tour/Travel operators in the city. Sharma Travels had started its business just few months ago and was expecting to double or treble its business in the coming festive season or the later holiday season. In this highly competitive business arena, Mr. Sharma has decided to conduct a survey to determine how much business Chandigarh has to offer and also wanted to know whether the residents are aware of Sharma Travels. He thought that this survey would also determine the effectiveness of his advertising strategies. Besides the above aspects, Mr. Sharma wants to gain additional knowledge on several facets such as peoples' travelling options, frequency of travel, their budgets, their satisfaction / dissatisfaction levels with their present travel agencies and other related characteristics.

Q.A. You as a student of management research are required to design a detailed questionnaire to satisfy Mr. Sharma's queries on the above mentioned aspects besides other facts, such as demographics etc.

Q.B. Which you think might be of additional help to Mr. Sharma in his venture.

"END OF PAPER"

BACHELOR OF VOCATION
Management-Financial Services
Subject: Marketing of Banking Services and Products
Subject Code: BFS-704
Semester: Fifth
December 2021
Theory (External): 70 Marks
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

Roll Number									

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

- A. What is marketing in bank concept?
- B. What are the general objectives behind pricing of products and services by Banks? Discuss the various approaches adopted by banks for pricing their products.
- C. Explain the process of new product development. What role does brand play in Bank Marketing?
- D. What are the three basic levels of e-banking services?
- E. What are the different types of loans offered by commercial banks?
- F. What are the challenges of bank marketing?
- G. What are the different ways in which bank customers can operate their accounts?
- H. Do you know the difference between nationalized banks and private banks?
- I. Discuss the need and importance of customer segmentation in banks.
- J. Describe the relationship between the banker and the customer.



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

1. Explain the role and functions of Indian banking systems.
2. Write short notes on
 - a) Credit cards
 - b) Debit cards
 - c) Personal loan
 - d) Loan against assets
3. Describe various Marketing Strategies for Promoting Banks.
4.
 - a) Briefly explain how to conduct a literature review during a research.
 - b) Differentiate between Exploratory and Descriptive research design.
5. What is the meaning of measurement in the research? What difference does it make whether we measure in terms of nominal, ordinal interval or ratio scale? Discuss with example.
6. What is data analysis? Explain the difference between primary and secondary data.
7. Discuss in detail the steps that a researcher needs to follow to formulate a good research report. Do the criteria become different for different kinds of reports? Explain with examples.
8. Case Study
Chandigarh is an upcoming cosmopolitan city in the north of India. It houses people from all over the country now-a-days and has

