

B.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2023

Fourth Semester

Banking and Finance – Skill Based Subject

MARKETING OF BANKING SERVICES

(For those who joined in July 2021-2022)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions:

Choose the correct answer :

- Intangibility, perishability, inseparability and variability are the characteristic of _____
(a) products (b) services
(c) goods (d) Both (a) and (b)
- Services marketing is the same as _____
(a) Digital Marketing
(b) Retail Marketing
(c) Ambush Marketing
(d) Relationship Marketing

- Marketing mix for products consists of _____

- (a) 4 Ps (b) 7 Ps
(c) 8 Ps (d) 5 Ps

- _____ is not a type of marketing concept.

- (a) The selling concept
(b) The supplier concept
(c) The production concept
(d) The societal marketing concept

- _____ is the combination of quality, service and price.

- (a) Marketing Triad
(b) Customer Value Triad
(c) Customer Satisfaction Triad
(d) Service Quality Triad

- For rural marketing _____ pricing is more suitable.

- (a) Penetration (b) Skimming
(c) Going rate (d) None of these

- _____ are the key elements of promotion mix.

- (a) Advertising and sales promotion
(b) Publicity and public relations
(c) Direct marketing and personal selling
(d) All of the above

- What are marketing metrics?

- (a) Marketing tactics
(b) A sales promotion technique
(c) The value of the marketing budget
(d) Ways to measure marketing effectiveness

- There are 7 Ps in the services marketing mix. What are the additional 3 Ps?

- (a) Process, Pricing and Packaging
(b) People, Physical evidence and Process
(c) People, Physical evidence and Presentation
(d) None of the above

- What is the difference between customers and consumer?

- (a) There is no difference
(b) Consumers buy products on behalf of customers
(c) Customers buy products but it is consumers who use them.
(d) None of the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

- (a) What are the Nature of service marketing?

Or

- (b) Write any five features of service marketing.

- (a) Explain the concept of Market segmentation.

Or

- (b) What are the approaches of Improved services?

- (a) List down three critical factors which affect pricing for any three services products.

Or

- (b) What are the concept of prices?

- (a) What are the importance of sales promotion?

Or

- (b) List out the objectives of Direct marketing.

15. (a) Write the significance of Physical evidence.

Or

(b) What are the expectations for Banking services?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the need for increased marketing of Banking services.

Or

(b) Discuss the various elements of marketing mix.

17. (a) Briefly explain the Innovative products.

Or

(b) Explain the service product concept.

18. (a) Explain the pricing of financial services.

Or

(b) Explain the concept of place in Banking.

Page 5 Code No. : 12135 E

19. (a) Explain the tools of Public relation.

Or

(b) Describe issues involved in media selection.

20. (a) Discuss the customers expectation and right personnel for Banking.

Or

(b) Discuss the Internal Marketing.

Page 6 Code No. : 12135 E

