

(6 Pages)

Reg. No. :

Code No. : 32120 E Sub. Code : CSBF 41

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

Fourth Semester

Banking and Finance — Core

Skill Based Subject – MARKETING OF BANKING
SERVICES

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ is the main reason for difficulty in services marketing.
- (a) Separability
 - (b) Intangibility
 - (c) Availability
 - (d) Demand supply gap

2. In services marketing, all of the following are examples of services except _____
- (a) Insurance and banking
 - (b) Income tax filing
 - (c) Salon
 - (d) Computer software
3. _____ is not a part of marketing mix?
- (a) Product
 - (b) Purpose
 - (c) Place
 - (d) Price
4. The 4 P's marketing mix are _____?
- (a) Product, Price, Place, Promotion
 - (b) People, Product, Place, Process
 - (c) Process, Product, Promotion, Price
 - (d) Product, Price, Process, Promotion
5. Which of the following is a method of competition based pricing?
- (a) Going Rate Pricing
 - (b) Sealed Bid Pricing
 - (c) Customary Pricing
 - (d) All of these

6. For rural marketing _____ pricing is more suitable.
- (a) Penetration
 - (b) Skimming
 - (c) Going rate
 - (d) None of these
7. Which of the following refers to marketing channel?
- (a) Integrated marketing communication
 - (b) Marketing Myopia
 - (c) Distribution
 - (d) Retailing
8. Which of the following is a well-used marketing evaluation and control method?
- (a) PEST
 - (b) Brand gap analysis
 - (c) All of the above
 - (d) None of the above

9. Which of the following refers to marketing channel?
- (a) Integrated marketing communication
 - (b) Marketing myopia
 - (c) Distribution
 - (d) Retailing
10. Fulfill customer needs and expectations is
- (a) Customer value
 - (b) Customer wants
 - (c) Customer delightness
 - (d) Customer satisfaction

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) What are the ethics of service marketing?
Or
(b) What are the importance of service marketing?
12. (a) Explain the concept of market segmentation.
Or
(b) What are the approaches of improved services?

13. (a) Write the different approaches to pricing.

Or

(b) What are the concept of prices?

14. (a) List out the objectives of sales promotion.

Or

(b) What are the significance of sales promotion?

15. (a) Narrate the expectations for banking services.

Or

(b) Explain the procedure in 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 types of service marketing.

Or

(b) Classify the financial services.

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17. (a) Discuss the deposit mobilization and lending as major areas of services.

Or

(b) Briefly explain the Innovative Products.

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

Or

(b) Explain how pricing may differ in hyper-competitive markets.

19. (a) Explain Public Relations Management Process.

Or

(b) Explain the Tools of Public Relation.

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

Or

(b) Explain the importance of people in services business.

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