

(i) Printed Pages : 2

Roll No. ....

(ii) Questions : 9

Sub. Code : 

1	7	8	5	6
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Exam. Code : 

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**Bachelor of Commerce 6<sup>th</sup> Semester (Hons.)  
(2055)**

**BANKING : BANK MARKETING**

**Paper : BCH 610**

**Time Allowed : Three Hours]**

**[Maximum Marks : 80**

**Note :—** (1) Attempt any **FOUR** parts from Section-A. Each part carries **5** marks.

(2) Attempt any **TWO** questions from Section-B. Each question carries **15** marks.

(3) Attempt any **TWO** questions from Section-C. Each question carries **15** marks.

**SECTION-A**

1. Attempt any **FOUR** parts :

- (a) Explain the concept of multiple marketing in banking.
- (b) Give the role of market segmentation for banks.
- (c) What is the role of customer service in bank marketing ?
- (d) What is the significance of communication in banking promotion ?

- (e) Define relationship marketing in banking.
- (f) Give advantages of international bank marketing.

### **SECTION-B**

- 2. Explain the different elements of the marketing mix and how they apply to banking sector.
- 3. How bank marketing affects customer behavior ? Discuss the different segmentation strategies used in bank marketing.
- 4. What is marketing research and why is it important in banking industry ?
- 5. Discuss the steps involved in marketing strategy formulation for banks.

### **SECTION-C**

- 6. Explain the different pricing strategies used in banking. How does the concept of elasticity of demand apply to banking services ?
- 7. Explain various bank products. How do banks differentiate their product and service offerings to meet the diverse needs of customers ?
- 8. What is international bank marketing, and how does it differ from domestic bank marketing ? Discuss the challenges and strategies involved in marketing banking services on a global scale.
- 9. Define corporate banking and explain how banks organize sales and services for large corporate clients.