(i) Printed Pages : 2 Roll No. ....

(ii) Questions : 9 **Sub. Code :** | 1 | 7 | 8 | 5 | 6 |

Exam. Code : | 0 | 0 | 2 | 0 |

Bachelor of Commerce (Hons.) 6th Semester

(2056)

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) What is relationship and transaction banking?

(b) Differentiate between a product and a service in the context of banking.

(c) How is break-even analysis relevant for banks?

(d) What is Bank Marketing Mix?

(e) Differentiate between mass marketing and multiple marketing.

(f) Write the importance of international bank marketing.

SECTION- B

2. Discuss the micro and macro environmental factors influencing marketing planning in banks.

3. Explain the concept of customer behaviour in banking. How does it influence bank marketing strategies?

4. What is market segmentation? Discuss various bases of segmentation applicable to banking services.

5. Explain the concept, types and uses of marketing research in banking.

SECTION- C

6. Discuss in detail the Bank's Product Strategy. Explain core, fundamental and augmented products with suitable banking examples.

7. "Pricing is a strategic tool in banking." Discuss various pricing methods in detail.

8. Describe the communication model in detail. How can barriers in communication affect banking promotion efforts?

9. Explain in detail the selling process in banking, particularly selling to corporate clients.