

Exam. Code : 109106

Subject Code : 3109

B.Com. (Hons.) 6" Semester

BANK MARKETING

—IV : Group—I

Time Allowed-3 Hours]. [Maximum Marks-50

SECTION—A

Note :— Attempt any *ten* short answer questions from the following *twelve* questions carrying 1 mark each. The length of answer to each question should be in up to *five* lines.

1. (1) What do you mean by pricing strategy ?
- (2) What do you mean by back office banking services ?
- (3) What do you mean by customer relationship management ?
- (4) What do you mean by customer survey ?
- (5) What do you mean by niche marketing ?
- (6) What do you mean by product strategy ?
- (7) What do you mean by added banking products ?
- (8) What do you mean by communication process ?
- (9) What do you mean by corporate clients ?
- (10) What do you mean by personal selling ?
- (11) What do you mean by banking promotion strategy ?
- (12) What do you mean by standing instructions ?

SECTION—B

Note :— Attempt any *two* questions carrying 10 marks each.
The length of answer to each question should be in up to *five* pages.

2. What do you mean by marketing mix ? What are the different elements of marketing mix ? Examine the significance of marketing mix.
3. What do you mean by marketing planning ? What are the different factors affecting the marketing planning for a bank ?
4. What do you mean by market segmentation ? What are the different criteria which can be used for market segmentation for a bank ?
5. What do you mean by competitive analysis ? Examine the significance of competitive analysis in commercial banks.

SECTION—C

Note :— Attempt any *two* questions carrying 10 marks each.
The length Of answer to each question should be in up to *five* pages.

6. Distinguish between fundamental and augmented products. What are the considerations in designing the product mix by a banking company ?
7. What are the different pricing strategies which can be employed by a banking company ? How would you select an appropriate pricing strategy ?
8. Examine the significance of effective communication system for a bank. What are the main considerations in designing a communication system for a bank ?
9. How do the banking needs of large corporate clients differ from general public ? What are the steps needed for meeting these needs ?