

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination (Online) – July, 2020

Program: B.Com-Hons.- Banking Management & Insurance
Subject/Course: Bank Marketing
Course Code: FINC2038

Semester: IV
Max. Marks: 100
Duration : 3 Hours

IMPORTANT INSTRUCTIONS

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

		Marks	COs
Q.1	Is there any constraints in using the technology in banking? Justify your answer. <p style="text-align: center;">And</p> Is there any benefits of an effective demand management strategy? Justify in brief.	20	CO1, CO2
Q.2	Do you think that classification of services can help in developing better marketing strategy? If yes, explain in detail. <p style="text-align: center;">Or</p> What could possibly constitute the external environment factors for Citi Bank for its foray into the insurance business in India? Explain your answer.	10 + 10 = 20	CO1, CO2
Q.3	Explain the concept of simultaneity of production and consumption with regard to services. Why is the “word-of-mouth” publicity very important for marketing of services? <p style="text-align: center;">Or</p> Consider any one service firm in the banking industry and discuss its entire product range.	20	CO3
Q.4	Suppose you are the marketing head of an insurance company. What factor will you keep in mind while deciding on a particular segment?	20	CO4
Q.5	Key to a successful CRM is right segmentation and customer delight. Do you agree? Give reasons and examples to support your answers.	20	CO4

ANSWERS