

<b>Name:</b>	 <b>UPES</b> UNIVERSITY WITH A PURPOSE
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**Online End Semester Examination, December 2020**

**Course: MARKETING OF FS**

**Semester: 3<sup>RD</sup>**

**Program: BBA(FAS)**

**Time: 03 Hours**

**Course code: FINC2002**

**Max. Marks: 100**

**Instructions: Attempt all the questions**

**SECTION A**

**( 30 Marks)**

		<b>Marks</b>	
Q.1.	7 Cs of marketing mix: _____, _____, _____, _____, _____, _____ and _____	<b>5</b>	<b>CO2</b>
Q.2.	Service quality is an evaluation that reflects the customer's perception of five dimensions of service: _____, _____, _____, _____ and _____.	<b>5</b>	<b>CO2</b>
Q.3.	While formulating marketing strategy, a bank should focus attention on _____, _____ and _____	<b>5</b>	<b>CO2</b>
Q.4.	Six levels of customer loyalty are: _____, _____, _____, _____, _____, and _____	<b>5</b>	<b>CO2</b>
Q.5.	Types of insurance: _____ and _____	<b>5</b>	<b>CO1</b>
Q.6.	_____ involves use of internet for delivery of banking products and services.	<b>5</b>	<b>CO1</b>

**SECTION B**

**( 50 Marks)**

**Attempt any 2 out of 3 questions**

Q.7.	“Financial System is the set of financial intermediaries, financial markets and financial assets.” Explain.  OR Banks no longer limit their services to traditional services, but provide a wide range of financial services. These financial services can be classify as.	<b>10</b>	<b>CO2</b>
Q.8.	How marketing financial services different from other services or products?	<b>10</b>	<b>CO3</b>
Q.9.	Identify the forces that are driving banks to adopt the marketing concept.	<b>10</b>	<b>CO3</b>
Q.10.	Although commercial banking and merchant banking come under the banking sector, the purpose and the services provided by both are entirely different. Explain.	<b>10</b>	<b>CO3</b>
Q.11	Explain the financial service in which the business entity sells its bill receivables to a third party at a discount in order to raise funds.	<b>10</b>	<b>CO3</b>

**SECTION-C**

**( 20 Marks)**

Q.12.	<p>Suppose you are a sales executive of an insurance company. You have a target to sell young child education policy, so plan your target audience and pitch content for marketing the policy.</p> <p style="text-align: center;">OR</p> <p>Services are usually produced and consumed simultaneously, customers are often present in the firm's location, interact directly with the firm's personnel, and are actually part of the service production process. As services are intangible, customers will often be looking for any tangible cue to help them understand the nature of the service experience. These facts have led services marketers to conclude that they can use additional variables to communicate with and satisfy their customers. Acknowledgment of the importance of these additional variables has led services marketers to adopt the concept of an expanded marketing mix for services. In the light of above statement, explain the factors with example.</p>	<b>20</b>	<b>CO4</b>
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