

**UNIVERSITY OF PETROLEUM
AND ENERGY STUDIES**



End Semester Examination – May, 2017

Program/course: BBA - FSM
Subject: Bank Marketing
Code : BBCM163
No. of page/s: 03

Semester – IV
Max. Marks : 100
Duration : 3 Hrs.

Section A

Attempt all questions (5x 4= 20)

Q1 Explain (4 marks each):

- a) Banking
- b) Segmentation
- c) TTL activities
- d) Liability products
- e) Relationship Selling

Section B

Attempt any four questions (4x 10= 40)

Q2 What are the models of sales in bank marketing? Elaborate by giving examples.

Q3 What are the various roles of RBI in Indian Banking System? Explain in detail.

Q4 Explain the Importance of Personal selling, Sales Promotion, Word of Mouth Publicity in Bank marketing. Give examples

Q5. Define various stages of sales cycles. Prepare Sales Cycle for:
Savings account

Life Insurance

General insurance,

Mutual Fund/SIP

Q6. Prepare Sales initiatives and tie ups for: Current Accounts, NRI accounts and Mortgage/Business Loans.

Section C

Attempt any four questions (4 x10= 40)

Q7. Discuss the role of Banking Professionals and the marketing strategies in Banking Sector.

Q8: A well renowned NBFC (think of any) just received license by RBI to open a bank and bank branches. What all factors should be kept in mind to devise the marketing mix strategy while opening the bank and bank branches by this corporate?

Q9: “Marketing on the Internet is the newest and most favored banking advertising technique; something fresh and revitalizing”. Explain.

Q10: "Bank management governs various concerns associated with bank in order to maximize profits". Explain.

Q11: "Bank marketing does not only include service selling of the bank but also is the function which gets personality and image for bank on its customers' mind". Explain