

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination (Online) – July, 2020

Program: BBA-FAS
Subject/Course: Bank Marketing
Course Code: FINC 2003

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	“CRM is a business strategy that goes beyond increasing sales volume”. Comment. Or How important is it to understand consumer behavior in the marketing of services?	20	CO1, CO2
Q.2	Suppose you are the marketing manager of an international banking firm which has just started its operations in India. How would you choose appropriate media to target your customers?	20	CO3
Q.3	Suppose you are the marketing head of an insurance company. What factor will you keep in mind while deciding on a particular segment?	20	CO3
Q.4	Why it has become important for any firm to differentiate their products? If you are the marketing manager for HSBC bank, how will you differentiate yourself from Axis Bank?	20	CO4
Q.5	If you were the marketing manager of any bank, how would you use market research effectively to judge customer expectations?	20	CO4

ANSWERS

