

1/4/2016

TY BCBT

sem-V

Marketing in Banking &  
Insurance

QP Code : 26351

(2 ½ Hours)

[ Total Marks : 75

- N.B. : (1) All questions are compulsory  
(2) Figures to the right indicate full marks.

1. (a) What is marketing? Explain the scope of marketing. 8  
(b) Define Services and explain the major characteristics of services. 7  
OR
1. (a) Explain the Marketing Mix in Insurance sector with examples. 8  
(b) Explain the marketing strategies used in the Banking sector. Discuss Bank Marketing in Indian Environment. 7
2. (a) Define Marketing Channel. How can we efficiently manage channel intermediaries? 8  
(b) What is Marketing Research? Explain the limitations of marketing research. 7  
OR
2. (a) Explain (i) Product Research (ii) Sales Research. 8  
(b) Explain the consumer buying behaviour. Elaborate on the types of buying behaviour. 7
3. (a) Discuss the importance of Personnel in services. 8  
(b) Explain the GAP Model of Service Quality with a diagram. 7  
OR
3. (a) Explain Branding. How can we create a strong service brand? Explain with examples from the Banking and Insurance sector. 8  
(b) Define IMC. Elaborate on the components of IMC. 7
4. (a) What are the factors contributing to the growth of rural markets? 8  
(b) Discuss the problems in connection to rural marketing in India. 7  
OR
4. (a) Define Marketing. State and explain the marketing challenges in the 21st Century. 8  
(b) What is E- Commerce? Explain the advantages and limitations of E-Commerce. 7
- 5 Write short notes (any three) of the following :- 15
  - (a) Consumer Research
  - (b) Brand Loyalty
  - (c) Goods v/s Services
  - (d) Ethics in Marketing
  - (e) Internet Banking.