

April - 2015

T-7 Best
sem-V

marketing in Banking & Insurance

MBJ - April - 2015
(2 Hours)

QP Code : 11310

[Total Marks : 75]

- N.B. : (1) All questions are compulsory Subjected to internal options.
(2) Figure to right indicate full marks.
(3) Draw diagram wherever necessary.

1. (a) Explain the 7 P's of the Marketing Mix with relevance to the Insurance sector. 8
(b) Explain the importance of Marketing in the Banking sector with relevant examples. 7

OR

- (c) Elaborate on the importance of services in our Economy and focus on the various characteristics of services 8
(d) Define services. How are services Classified? 7

2. (a) What is meant by "Market Research"? Explain the role and importance of Market Research. 8
(b) Elaborate on the different Marketing channels utilised in the distribution of goods with appropriate examples. 7

OR

- (c) Elaborate in detail on the various steps involved in Market Research. 8
(d) Explain the "Logistical objectives" for Banking Products. 7

3. (a) Explain how and Organisation can develop Customer Conscious employees? What is the importance of " Customer Consciousness" an employees to a service sector Organisation? 8
(b) Explain how socio cultural, personal and psychological factors influence consumer buying behaviour. 7

OR

- (c) Explain the Dimensions of service quality with relevant examples. 8
(d) What are the different stages a customer passes through, while making buying decisions: Explain with relevant examples. 7

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4. (a) Define "IMC" what are the components of IMC? 8
(b) "Service Customers do not switch Brands frequently as compared to Products". Explain. 8

OR

- (c) What do you mean by Rural Marketing? Explain the reasons for the recent growth in rural Marketing. 8
(d) Define "Social Marketing". Explain in detail the Marketing Mix of social Marketing. 7
5. Write notes on (Any three) 15
- (i) E-Commerce
 - (ii) Consumer Research
 - (iii) Ethics in Marketing
 - (iv) Brand value Proposition
 - (v) Managing Service Gaps.

DX-Con. 166-15.

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