

TY BCBT

Sem - V

C0335 / C0407 MARKETING IN BANKING & INSURANCE.

75

Nov-17

Q.P. Code :01502

[Marks:75]

[Time: 2½ Hours]

Please check whether you have got the right question paper.

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

- Q.1 A) State and explain the benefits marketing. (08)
B) Define services. How are services classified? (07)
- OR
- Q.1 C) What are the factors influencing choice of location? (08)
D) Explain the 7 Ps of Marketing Mix in Banking and Insurance sector. (07)
- Q.2 A) Discuss the direct & indirect marketing channels. (08)
B) What is marketing research? Explain its features. (07)
- OR
- Q.2 Discuss the process of marketing research. (15)
- Q.3 A) What are the different types of buying behaviors? (08)
B) Explain the importance of personnel in services. (07)
- OR
- Q.3 C) Discuss the dimensions of service quality with examples. (08)
D) Explain 'The Gaps model of service quality'. (07)
- Q.4 A) What are the various factors affecting brand image? (08)
B) Explain the benefits of Integrated Marketing Communication. (IMC) (07)
- OR
- Q.5 Write short notes (Any 3) (08)
C) Write a note on social marketing. (07)
D) Discuss the reasons for the recent growth in rural marketing. (15)
- A) Sales Research
B) Customers Conscious Employees
C) Brand Image
D) E-Commerce - Types
E) Goods V/S Services.