

(2.30 Hours)

Marks : 75

N.B. 1) All questions are compulsory and carry equal marks.

Q1 A. Choose the correct option (Answer any 8 out of 10)

8

1. B2B is a _____ fraction of total internet marketing.

- A) smaller
B) medium
C) larger
D) None of the above

2. Internet banking _____ security risk as compared to traditional banking.

- A) increases
B) reduces
C) has no effect on
D) None of the above

3. Telemarketing means

- A) Marketing in person
B) Chatting on phone
C) Selling telephones
D) Marketing through phone calls

4. Business has _____ capacity to influence environment.

- A) Huge
B) Limited
C) Unlimited
D) No

5. USP in marketing means

- A) Useful sale person
B) Unique selling practice
C) Unique selling proposition
D) Uniform selling practices

6. Bank marketing means

- A) Buying of banks
B) Selling of banks
C) Selling various items in bank
D) Selling bank's products & services

7. Debit cards practices _____ transactions.

- A) Riskless
B) Paperless
C) Errorless
D) All of the above

8. Services are

- A) Perishable
B) Durable
C) Tangible
D) Homogenous

9. Buyer resistance can be overcome by

- A) Good negotiation
B) Good after sales services
C) Communication between buyer and seller
D) All of above

10. The target group for credit cards is

- A) All existing borrowers
B) All card holders
C) Individuals with taxable income
D) All of above

- Q1 B. Write true or false(Answer any 7 out of 10) 7
1. Business environment is static in nature.
 2. e marketing breaks geographical distance .
 3. Environment scanning is process of monitoring the relevant information.
 4. In insurance sector 100 % FDI is allowed in automatic route.
 5. Online marketing is difficult than traditional marketing.
 6. Conversion' in sales language means converting a buyer into a seller.
 7. Cardholder cannot withdraw cash with credit card.
 8. Online marketing is very costly.
 9. For online marketing, saving account is more effective credit card.
 10. Service sector is the fastest growing sector of Indian Economy.

- Q2. A. Define marketing. Explain the features of marketing. 8
 B. Explain the elements of micro environment. 7

OR

- C. What do you mean by services ? How are goods different than services ? 8
 D.Explain the 7 Ps of marketing mix . 7

- Q3. A. What is CRM ? How CRM is beneficial to banks ? 8
 B.Explain the types offinancial services available to retailers and business. 7

OR

- C.What are financial services ? Explain the features of financial services.? 8
 D.Explain the functions of distribution channel. 7

- Q4. A. Enumerate the recent trends in marketing of investment products. 8
 B. Explain Porters' five force model. 7

OR

- C. What is the advantage of using social media in marketing? 8
 D. Discuss the factors affecting buying behaviour of a consumer. 7

- Q5. A. Define digital marketing. Explain the challenges that companies face in digital marketing? 8

- B. What are the different ways in which companies can use internet for marketing? 7

OR

Write short note (Answer any 3 out of 5) 15

1. Search engine optimization
2. Tele marketing
3. Call centers
4. 4 C of marketing
5. Cross selling
