

[Time: 2.30 Hours]

[Marks:75]

Please check whether you have got the right question paper.

N.B: All questions are compulsory and carry equal marks.

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

8

1. On line marketing is mostly useful for marketing of
 - A) Business accounts
 - B) NRI accounts
 - C) Saving accounts
 - D) Home loans
2. Customization is useful for
 - A) Public relations
 - B) Motivating staff
 - C) Designing customer specific products
 - 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. Mutual fund business from existing bank customers can be mobilized via
 - A) Road shows
 - B) Tele marketing
 - C) Cross selling
 - D) Online marketing
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. Market segmentation means
 - A) Market share
 - B) Sales network
 - C) Distribution of territory
 - D) Segmentation of sales team
8. Demography refers to study of
 - A) Population
 - B) Personality
 - C) Culture
 - D) Behaviour
9. Buyer resistance can be overcome by
 - A) Good negotiation
 - B) Good after sales services
 - C) Communication
 - 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. Marketing is directed towards customer satisfaction.
2. Online marketing is boring as customers are not visible.
3. Market segmentation can be resorted by dividing target group as per income levels of customers.
4. A prospect means a customer who is likely to be interested in bank's products or services.

- 5. Online marketing is difficult than traditional marketing.
- 6. 'Conversion' in sales language means converting a buyer into a seller.
- 7. Selling is a sub-function of marketing.
- 8. Online marketing is very costly .
- 9. For online marketing, saving account is more effective credit card.
- 10. Publicity is any paid form of non-personal presentations of ideas Goods and services.

Q2. A. Define marketing. Explain the features of marketing. 8

B. Explain the elements of macro environment. 7

OR

C. What are the characteristics of services ? 8

D. Explain the 7 Ps of marketing mix . 7

Q3. A. What is CRM ? What are the objectives of CRM ? 8

B. What is financial service? Explain various types of financial service products available to retail investors. 7

OR

C. What are the advantages and disadvantages of segmentation ? 8

D. What is pricing ? Discuss various pricing methods. 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 importance of social networking channel in marketing? 8

D. What are the factors affecting buying behaviour of a consumer? 7

Q5. A. Define digital marketing. What are the different forms of digital marketing? 8

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

OR

Write short note (any 3 out of 5) 15

1. Search engine optimization

2. Tele marketing

3. E-wallet

4. Cross Selling

5. Direct Selling