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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2018

Program: BBA-FAS

Subject (Course): Bank Marketing

Course Code : BBCM 163

No. of page/s: 2

Semester – IV

Max. Marks : 100

Duration : 3 Hrs

Section: A

Q1 Explain (4 marks each):

- a) Face to Face CRM
- b) STP

- c) ATL & BTL activities
- d) Liability products
- e) Service Gaps

Section: B

Attempt All (10 marks each):

Q 2 What are the various models of sales in bank marketing? Elaborate by giving examples.

Q3. Rural Sector of Indian economy for banking services offers huge potential, yet private players either don't get much success in this sector or are mostly not concentrating on it and leaving it to mostly PSU Banks. Why?

Section: C

Attempt Any three (20 marks each):

Q4 What are the Principles of Marketing Strategy? Elaborate.

Choose any product or service and complete and prepare marketing strategy covering all four principles of marketing strategy.

Q5. What are the various stages of sales cycle? Elaborate.

Prepare Sales Pitch for: Savings account, Mutual Fund/SIP, ULIP and Term Plan.

Q6 Explain the Importance of Personal selling, Sales Promotion, Word of Mouth Publicity and Role of a Branch Manager in Bank marketing. Give examples

Q 7. What is CRM? What is the Role of Information Technology in CRM? Elaborate by giving examples.

How CRM helps in building loyal customers to the bank?
