

Name:	 UPES <small>UNIVERSITY WITH A PURPOSE</small>
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

Online End Term Examination, May 2021

Course: Bank Marketing
Program: BBA(FAS)
Code: FINC 2003

Semester: IV
Time 03 hrs.
Max. Marks: 100

SECTION A

- 1. Each Question will carry 5 Marks**
- 2. Instruction: Select the correct answer(s)**

S. No.	Question	CO
Q 1	Banking Services belongs to which of the following categories of services: A. People processing B. Possession processing C. Mental stimulus processing D. Information processing	CO1
Q2	Zone of tolerance is	CO1
Q3	Services are Intangible. (True/False)	CO1
Q4	Letter of Credit is a type of banking services. A. Primary Function B. Agency Service C. General Utility Service D. None of the above	CO1
Q5	Net Value = _____ - _____	CO1

	Section: B	
	Each Question Carries 10 marks	
Q7	Discuss the three approaches of service pricing with suitable banking service examples.	CO2
Q 8	What is service marketing triangle? Explain it with reference to a bank and its services.	CO2
Q 9	What is gap model of service? Discuss the role of the gaps while designing banking services.	CO3
Q 10	How bills of discounting are different from factoring? Enumerate.	CO3
Q 11	What are the agency services offered by a bank in India?	CO3
Section C		
Question carries 20Marks.		
Q12	Discuss the various strategies a bank should adopt to build customer relationships.	CO4