

Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2019

Course: MARKETING OF FS	Semester: 3RD
Program: BBA(FAS)	Time: 03 Hours
Course code: FINC2002	Max. Marks: 100
Instructions:	

SECTION A (20 Marks)

		Marks	
Q.1.	Identify the components of internal and external environment.	2	CO1
Q.2.	Importance of customer satisfaction.	2	CO1
Q.3.	Marketers have outlined four basic strategies to satisfy target markets. Name them.	2	CO3
Q.4.	What should we know before our company goes after a niche market?	2	CO2
Q.5.	Standardized and customized flow of activities, simple and complex number of steps and customer involvement by which a service is delivered is called?	2	CO1
Q.6.	A triangle of company, customers, employees, internal marketing, external marketing communications and interactive marketing is called as?	2	CO1
Q.7.	Which is the only service distributor which do not require direct human interactions?	2	CO2
Q.8.	Corporate culture is the culture where an appreciation for good service exists and where giving good service to internal as well as ultimate, external customers is considered a natural way of life and one of the most important norms by everyone. Is it true. Why?	2	CO2
Q.9.	Which term define a caring, individualized attention that the firm provides its customers?	2	CO1
Q.10.	What is the difference between customer expectations and perceptions?	2	CO1

SECTION B (20 Marks)

Attempt any 2 out of 3 questions

Q.11.	Identify the forces that are driving banks to adopt the marketing concept.	10	CO4
Q.12.	Multi channel banking is the provision of financial services via a number of different channels. Do you think multi channel banking is challenging for marketers?	10	CO3
Q.13.	Measuring the gap between expected service and perceived service is a routine customer feedback process that is practiced by leading service companies including banks and FIs. Identify the gaps in service delivery process.	10	CO4

SECTION-C (30 Marks)

Attempt any 6 out of 7 questions

Q.14.	According to Ryals et al 2000, CRM consists of three elements. Which are those elements?	5	CO2
Q.15.	How marketing financial services different from other services or products?	5	CO1

Q.16.	“Financial System is the set of financial intermediaries, financial markets and financial assets.” Explain.	5	CO1
Q.17.	How operating lease is different from financial lease?	5	CO1
Q.18.	Identify the factors influencing a commercial client behavior.	5	CO4
Q.19.	How different is a marketing mix for corporate banking and retail banking?	5	CO4
Q.20.	The market offers different opportunities, each represented broadly by different segment. In the light of above statement, explain the importance of segmentation.	5	CO3
SECTION-D (30 Marks)			
Q.21.	Suppose you are a sales executive of an insurance company. You have a target to sell young child education policy, so plan your target audience and pitch content for marketing the policy.	15	CO3,4
Q.22.	Give examples of each of following types of advertisement from commonly seen advertisements for FIs: a) Slice of life b) Lifestyle c) Fantasy d) Musical e) Testimonial evidence	15	CO3,4