

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, May 2021

Program: BCOM (BM&I)

Semester: 4TH

Subject/Course: BANK MARKETING

Max. Marks: 100

Course Code: FINC2038

Duration: 3 Hours

Instructions: Attempt all the questions

SECTION A

(30 Marks)

1. Each Question will carry 5 Marks

2. Instruction: Complete the statement / Select the correct answer(s)

		Marks	
Q.1.	Relationship selling means A. preparing a list of relatives B. cross- selling C. selling to relatives D. selling to strangers E. telemarketing	5	CO1
Q.2.	Bank marketing means A. selling by banks B. buying by banks C. merger of banks D. selling bank's products and services E. selling products in banks	5	CO1
Q.3.	In banks, loans & advances are considered as A. assets B. liabilities C. resources D. expenditure E. None of these	5	CO1
Q.4.	_____ is not a target group of SME loans. A. all professionals B. large industries C. truck operators	5	CO1

	D. beauty parlours E. hotels and restaurants		
Q.5.	___ is not a channel for bank marketing. A. Telemarketing B. Internet Banking C. Mobile banking D. satisfied customers E. None of these	5	CO1
Q.6.	Bank Marketing is necessary due to A. globalization B. recession C. bank mergers D. limited resources E. selling different items in bank branches	5	CO1
SECTION B (50 Marks) 1. Each question will carry 10 marks 2. Instruction: Write short / brief notes			
Q.7.	Fintech is used to describe new technology that seeks to improve and automate the delivery and use of financial services. Identify key segments within the Fintech space.	10	CO2
Q.8.	The ALM process rests on three pillars. Explain those three pillars.	10	CO2
Q.9.	Omnichannel banking offers opportunities to engage with customers, offer customized products and deliver personalized service. Define the concept and highlight the advantages of the same.	10	CO2
Q.10.	Banks are exposed to several major risks in the course of their business - credit risk, interest rate risk, foreign exchange risk, equity / commodity price risk, liquidity risk and operational risks. Discuss.	10	CO3
Q.11	The general mission of the treasury department is to manage the liquidity of a business. In order to accomplish its mission, the treasury department must engage in what activities? Define.	10	CO3
SECTION-C (20 Marks) 1. Each Question carries 20 Marks. 2. Instruction: Write long answer.			
Q.12.	Answers the question based on DBS case study: a) Identify the issues faced by the bank inspite of the largest bank in Southeast Asia. b) Critically analyze the role of top management in transforming DBS as “World Best Digital Bank”.	10 X 2 = 20	CO4