

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2023
(Fifth Semester)

Branch – COMMERCE (BANKING & INSURANCE)

SERVICE MARKETING IN BANKING AND INSURANCE

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Services are characterized by all of the following characteristics except for --
(i) Intangibility (ii) Homogeneity
(iii) Perishability (iv) Inseparability
- 2 Which of the following is not generally accepted as being part of the extended marketing mix for services?
(i) Product (ii) Price
(iii) Process (iv) Practice
- 3 Mutual funds are regulated in the country by -----
(i) IRDA (ii) NABARD
(iii) RBI (iv) SEBI
- 4 Banks sell insurance for -----
(i) Earning more profits (ii) Increasing loans
(iii) Increasing deposits (iv) Taking over insurance companies
- 5 In an insurance marketing, most insurance policies are sold by -----
(i) Underwriters (ii) Agents
(iii) Brokers (iv) Both (ii) and (iii)

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Narrate the significance of services.
OR
b Bring out the meaning of Cross Selling and Up – selling with example.
- 7 a State the 7 P's of the marketing mix for services.
OR
b Explain the components of Product mix.
- 8 a Describe the features of banking.
OR
b State the scope of mutual fund marketing.

Cont...

- 9 a Bring out the users of Banking Services.
OR
b Explain the marketing approach to banking components.
- 10 a State the purpose of Insurance Marketing.
OR
b Narrate the importance of market segmentation in Insurance Organisation.

SECTION -C (30 Marks)

Answer ALL questions
ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Analyze the features of marketing and services.
OR
b Explain the various bases of market segmentation.
- 12 a Enumerate the physical evidence and process in marketing mix.
OR
b Discuss in detail marketing mix in service marketing.
- 13 a Examine - How do you develop a marketing plan for a mutual fund? What is the scope of mutual fund marketing?
OR
b Examine the various types of factoring in financial services.
- 14 a Explain the different types of market segmentation in banking Sector.
OR
b Analyze the marketing mix for banking services.
- 15 a Elucidate the Insurance marketing in Indian perspective.
OR
b Discuss – Marketing Mix for Insurance Services.

Z-Z-Z

END