

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2025
(Sixth 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 Which of the following is a key element of service marketing?
(i) Product Innovation (ii) Employee Training
(iii) Price Sensitivity (iv) Mass Production
- 2 What is the primary purpose of market segmentation?
(i) To reduce cost (ii) To create broad customer group
(iii) To improve product (iv) To better target specific customer needs
- 3 Identify the type of mutual fund has no fixed maturity period.
(i) Closed – ended fund (ii) Open-ended fund
(iii) Interval fund (iv) SIP
- 4 Which of the following is a common feature of marketing strategies used by banks?
(i) Focus on production efficiency (ii) Focus on production efficiency
(iii) Focus on production efficiency (iv) Mass advertising generic messages
- 5 Which of the following is a major challenge in insurance marketing?
(i) Customer loyalty (ii) Product perishability
(iii) Intangibility of the product (iv) Physical storage issues

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Differentiate between goods and services with suitable examples.
OR
b How does behavioral segmentation differ from demographic segmentation?
- 7 a Discuss the challenges faced by service marketers in determining the right price.
OR
b Outline the role of 'People' in the service marketing mix.
- 8 a Analyse the factors that influence the marketing of financial services.
OR
b Explain the concept of asset allocation in portfolio management.
- 9 a Organise the 7 Ps of Marketing apply to a bank marketing
OR
b Outline the concept of bank marketing and its significance
- 10 a Explain how the marketing mix applies to insurance services. Give examples for each element.
OR
b How do insurance companies use social media to engage customers?

Cont...

SECTION -C (30 Marks)

Answer any Three questions

ALL questions carry EQUAL Marks

(3 x 10 = 30)

- 11 "Service marketing plays a vital role in today's competitive and customer-driven business environment." Discuss this statement with relevant examples.
- 12 "Market segmentation is the foundation of effective marketing strategy"-Justify
- 13 Elucidate the various types of mutual funds available in India and highlight their features and risk-return profiles.
- 14 Enumerate the marketing strategies used by banks to promote their products and services effectively.
- 15 Examine the role of government initiatives and regulations in overcoming marketing challenges in the insurance industry.

Z-Z-Z

END