

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2026
(Sixth Semester)

Branch – COMMERCE (BANKING AND INSURANCE)

SERVICE MARKETING IN BANKING AND INSURANCE

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Question No.	Question	K Level	CO
1	Service marketing deals with..... a) Goods only b) Services c) Production d) Manufacturing	K1	CO1
2	Market segmentation means..... a) Whole market b) Promotion c) Pricing d) Dividing market	K2	CO1
3	Marketing mix in services includes..... a) 4Ps b) 5Ps c) 7Ps d) 6Ps	K1	CO2
4	Physical evidence means..... a) Product b) Environment c) Price d) Promotion	K2	CO2
5	Financial services include..... a) Banking b) Insurance c) Mutual funds d) All	K1	CO3
6	Portfolio management means..... a) Investment handling b) Selling c) Pricing d) Buying	K2	CO3
7	Bank marketing focuses on..... a) Goods b) Services c) Production d) Manufacturing	K1	CO4
8	Bank marketing strategy aims at a) Profit b) Cost c) Loss d) Customer satisfaction	K2	CO4
9	Insurance marketing deals with..... a) Risk coverage b) Production c) Manufacturing d) Sales	K1	CO5
10	Marketing mix in insurance includes..... a) 4Ps b) 7Ps c) 3Ps d) 5Ps	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Question No.	Question	K Level	CO
11.a.	Explain service marketing and differentiate goods and services.	K2	CO1
	(OR)		
11.b.	Examine the importance of service marketing and consumer behaviour.		
12.a.	Analyze the 7Ps of service marketing mix.	K4	CO2
	(OR)		
12.b.	Evaluate the role of process, people, and physical evidence.		
13.a.	Analyze the marketing of financial services.	K4	CO3
	(OR)		
13.b.	Examine portfolio management services.		
14.a.	Apply marketing principles in bank marketing.	K3	CO4
	(OR)		
14.b.	Explain market segmentation in bank marketing.		
15.a.	Explain insurance marketing concepts.	K3	CO5
	(OR)		
15.b.	Discuss market segmentation in insurance.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Question No.	Question	K Level	CO
16	Explain service marketing, its features, and significance.	K2	CO1
17	Analyze the 7Ps of service marketing mix with examples.	K4	CO2
18	Examine mutual fund marketing.	K4	CO3
19	Apply marketing mix in bank services.	K3	CO4
20	Discuss marketing mix for insurance services.	K3	CO5

Z-Z-Z

END