

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2022
(Fifth Semester)

Branch – COMMERCE (BANKING & 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 x 1 = 10)

- 1 Identify the distinct characteristic of services.
(i) Inseparability (ii) Perishability
(iii) Intangibility (iv) Variability
- 2 Which is not a service?
(i) Insurance & Banking (ii) Income tax filing
(iii) Salon (iv) Computer software
- 3 How many elements used in market mix for service?
(i) 5 (ii) 6
(iii) 7 (iv) 8
- 4 Which of the following is not an element of physical evidence?
(i) Employee dress (ii) Employee Training
(iii) Equipment (iv) Facility Design
- 5 Indicate the name of the activities involved in the transformation of savings into investment.
(i) Financial system (ii) Economic system
(iii) Financial service (iv) saving system
- 6 The small investors' gateway to enter into big companies is _____
(i) Equity shares (ii) Debentures
(iii) Preference shares (iv) Mutual fund
- 7 Effective bank marketing requires _____
(i) Affordable price (ii) Customer support
(iii) Easy procedures (iv) None of these
- 8 Bank marketing is same as _____ Marketing.
(i) Service (ii) Transaction
(iii) Indoor (iv) Financial
- 9 Which of the following is the regulator of insurance sector in India?
(i) RBI (ii) AMFI
(iii) IRDA (iv) SEBI
- 10 When was the life insurance sector nationalized?
(i) 1947 (ii) 1965
(iii) 1956 (iv) 1964

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 7 = 35)

- 11 a Bring out the features of service marketing.
OR
b Explain the factors influencing service market segmentation.
- 12 a Outline the elements of product mix in service marketing.
OR
b Narrate the different factors of physical evidence in service marketing.
- 13 a State the features of banking.
OR
b Sketch out the kinds of factoring services.
- 14 a Describe the characteristics of bank marketing.
OR
b Summarize the criteria for market segmentation of bank marketing.
- 15 a State the different kinds of users of insurance services.
OR
b Explain the market segmentation of the insurance organisation.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Analyse the significance of service marketing.
- 17 Discuss the various elements of marketing mix in service marketing.
- 18 Classify the types of mutual funds.
- 19 Elucidate the factors influence the behavioural profile of bank users.
- 20 Summarize the importance of insurance marketing.

Z-Z-Z

END