

**PG DIPLOMA IN RURAL BANKING
(PGDRBI)**

Term-End Examination

December, 2011

**MCQ-036 : MARKETING AND FINANCIAL
SERVICES**

Time : 3 hours

Maximum Marks : 70

Note : Answer any five questions. All questions carry equal marks.

1. What do you understand by the term "Marketing" ? Explain salient features of rural marketing and why it has become significant today. **14**
2. (a) What are the different concepts in marketing ? Explain. **7**
(b) Discuss each concept in brief with examples. **7**
3. Highlight the characteristics of rural consumers. List out factors which influence consumer behaviour. **14**
4. What do you mean by Product Life Cycle ? Explain different stages in the cycle and what marketing strategies should be used to sustain the competition. **14**

5. (a) What is the importance of Customer Relationship Management ? Discuss. 7
(b) Explain the evolution of CRM and key principles. 7
6. (a) Explain 5 Ps and 5 Cs in marketing. 7
(b) What are the different pricing strategies ? 7
7. Explain the role of marketing communication in rural areas. What are the steps involved in developing effective communication ? 14
8. With the advent of IT and computerization in banking, the financial sector has undergone a sea change. Discuss the statement highlighting the new products introduced in the market. 14
9. Write short notes on *any four* of the following (3.5 marks each) : 14
(a) CRM
(b) Product Mix Pricing Strategies
(c) Retail Banking
(d) Market Entry Strategies
(e) Channels of Distribution.
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