

**K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESERCH**  
**PGDM (FS)- Semester IV, Batch 16-18**  
**Marketing of Financial Services**  
**End Term Examination**

**Date : 13/09/2017    Total Marks: 50**

**Time : 3 hours**

**Instructions**

- 1. Part A consists of multiple choice questions. Please write the correct option for each question in the answer sheet provided (10 marks)**
- 2. Part B consists of theory questions. Answer briefly each of the questions. (25 marks)**
- 3. Part C consists of short case. Case is given separately. Answer questions pertaining to the case briefly. (15 marks)**

## Multiple Choice Questions (10 Marks)

1. Which of the following criteria is not considered by a customer while evaluating his service experience?
  - a) Speed
  - b) Certainty
  - c) Ease
  - d) Standardization
  
2. Servqual measures
  - a) Customer satisfaction
  - b) Data from lost customers
  - c) Service quality
  - d) Brand perception
  
3. In this form of research, service companies hire outside research organizations or internal departments to send people into service establishments and experience the service as if they were customers
  - a) Customer Panels
  - b) Mystery Shopping
  - c) Focus Groups
  - d) Process checkpoint evaluations
  
4. Who is the brand ambassador of ICICI bank ?
  - a) Ranbir Kapoor
  - b) Priyanka Chopra
  - c) Amitabh Bacchan
  - d) Farhan Akhtar
  
5. Ensuring consistent service quality is challenging in services due to the fact that services are
  - a) Intangible
  - b) Perishable
  - c) Heterogeneous
  - d) There is need for two way communication
  
6. Finger print banking has been introduced by
  - a) ICICI Bank

- b) Axis Bank
- c) Indusind Bank
- d) Yes Bank

7. \_\_\_\_\_ is the feature that is unique to financial services

- a) Intangibility
- b) Inseparability
- c) Fiduciary responsibility
- d) Two way communication

8. Name India's first mobile only bank

- a) RBS
- b) HSBC
- c) DBS
- d) Janalakshmi Bank

9. "Khayal Apka " is the brand positioning of ICICI bank. What type of positioning is this ?

- a) User benefit
- b) Percieved quality
- c) Relationship benefit
- d) Security benefit

10. Overpromising in advertising, personal selling can lead to the following gap

- a) Listening gap
- b) Standards gap
- c) Customer gap
- d) Communications gap

-----The end-----

## **Theory Questions (25 marks)**

**Answer (any 5) the following questions in brief**

1. Antony Beckett proposed a framework for analyzing consumer behavior in the purchase of financial products. He developed a matrix with two dimensions- level of involvement and consumer confidence. Explain the four types of consumer behavior as proposed by this method.
2. A product is conceived around core set of benefits. Explain the different levels of product with relevant examples.
3. What are the different types of marketing strategies followed by financial services?
4. What are the different bases in which markets can be segmented? Explain with the example of the bank that you deal with
5. What is the importance of physical evidence in financial services? Explain with the help of an example of how physical evidence is used by financial services.
6. Give example of any one financial innovation introduced by a financial service company. What is the purpose of innovation in financial services?

## **Citibank Dil Vs Bill (heart vs price) Campaign Case Questions (15 marks)**

1. What were the challenges faced by Citibank in the credit card business in 2012?
2. What was the insight on which the EMI Privileges campaign was based
3. Briefly explain how the campaign was executed.

**THE END**