

# International Islamic University Chittagong

## Department of Economics & Banking

Mid-term Examination: Spring-2023

Program: MSS in Economics and Banking

Course Code: BNKG-5206

Course Title: Bank Services Marketing

Time: 2 Hours

Full Marks: 30

*Answer the questions. All parts of a question must be answered sequentially. Figures in the right margin indicate full marks.*

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| 1(a)   | Briefly discuss the significance of Services Marketing as a separate discipline.   | 4 |
| 1(b)   | Explain the implications of perishability in services marketing.   | 4 |
| 1(c)   | Sketch services marketing triangle and explicate its importance in delivering values to the customers.   | 2 |
|  |  |   |
| 2(a)   | How consumers recognize needs? Discuss with examples in case of recognizing the need for a banking service. You may cite your personal experience. | 4 |
| 2(b)   | Explicate the implications of post-purchase evaluation in the consumer behavior.   | 4 |
| 2(c)   | How services provision is considered as drama? Discuss.  | 2 |
|  |  |   |
| 3(a)   | Briefly discuss the sources of desired expectation. In which situations the ZOT can be narrower or wider? Discuss with examples.                   | 5 |
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| <b>Or, Write a short note on Customer perceptions of services.</b>   |  |   |
| 3(b)   | There are some controllable factors which influence customer expectations of services. Make analysis with strategies to manage those factors.      | 5 |
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| <b>Or, Discuss in a nutshell the implications of SERVQUAL Model in shaping satisfaction of bank customers.</b> |  |   |

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