

International Islamic University Chittagong

Department of Economics & Banking

Program: MSS in Economics and Banking

Semester End Examination (SEE), Spring - 2023

Course Code: BNKG-5206 Course Title: Bank Services Marketing

Full Marks: 50

Time: 3.0 Hrs.

Instructions and Information:

- * Answer the given questions.
- * Each of the questions carries equal marks.
- * Please answer all parts of each question consecutively and to the point
- * Please keep your mobile phone switched off.

1.
 - a) 'Think, you have encountered a service failure as a bank client. How you will respond to the service failure?' – **explain.** 5
 - b) 'Customers want justice and fairness. Service recovery experts have documented some specific types of justice.' – **Discuss.** 5
2.
 - a) Briefly **discuss** the strategies for closing Gap – 3. 5
 - b) 'Service quality dimensions are driven by employee behaviors.' – **Elucidate** the statement. 5
3.
 - a) **Discuss** how services cape plays its role as Package, socializer and differentiator. 5
 - b) **Define** the meaning of Physical Evidence. **Demonstrate** a table which shows the services cape and other tangibles. 1+4
4.
 - a) **Discuss** the importance of customers' roles in the service delivery mentioning their different levels of involvements with examples. 5
 - b) How customers play roles as competitors? **Describe** the criteria to decide whether they should go for in-house production or purchase the service. 5

OR

 - a) **Write** the ways marketers obtain new services. **Discuss** any two types of new services banks have introduced recently. 5
 - b) **Define** service Blueprinting. **Develop** a blueprint for any bank. 5
5.
 - a) **Exhibit** the communication mix in a figure and **discuss** the key reasons for service communication problems. 2+3
 - b) Briefly **explain** the use and necessity of Integrated Marketing Communication (IMC). 5

OR

 - a) **Explain** the benefits customers enjoy from relationship marketing. 5
 - b) **Discuss** the goals of relationship marketing. 5

End.