

Time: 2.30 hours

Marks 75

Note: All questions are compulsory

Figures to the right indicate marks.

Q1 A) Fill in the blanks (Any 8 out of 10)

(8 marks)

1. Providers of services make up the _____ sector of the economy.
(a. Primary b. Secondary c. Tertiary)
2. _____ refers to services provided by finance industry
(a. Financial Services b. Business services c. Marketing services)
3. The service consumer is _____ from service delivery
(a. Variable b. Inseparable c. Separable)
4. Service map is a _____ tool
(a. Purchase b. Communication c. Sales)
5. External Marketing tries to create _____ customers
(a. Habitual b. One time c. Casual)
6. _____ positioning is based on a single feature of a service
(a. Attribute b. Benefit c. competitor)
7. _____ is a key tool in service designing
(a. Encounter b. Recovery c. Blueprint)
8. Service encounter is considered as _____ marketing
(a. Interactive b. Real time c. Period of time)
9. _____ is a set of procedures for optimizing performance
(a. Service assurance b. Service failure c. Recovery)
10. All types of _____ bring about negative experiences
(a. Service arguments b. Service failure c. mishandling)

Q1 B) Match the following (Any 7 out of 10)

(7 marks)

	COLUMN "A"		COLUMN "B"
1	Media strategy	A	Is built on leadership principles
2	Quality	B	Consistent performance
3	Collaborative CRM	C	PDCA model
4	Customer loyalty	D	Tool to provide right information
5	Differentiation	E	Used to hedge against risk of uncertain loss
6	Service culture	F	Create competitive edge
7	Reliability	G	Reward for supplier efforts
8	Quality Assurance	H	Direct interaction with customers
9	Insurance	I	Benefits to customer
10	Marketing	J	Deliver its message

Q2 A) Define services and explain its features in brief

(8 marks)

B) Explain the classification of services

(7 marks)

OR

C) What are the types of retail financial services?

(8 marks)

D) Explain the 4 I's of service marketing

(7 marks)

Q3 A) Define market segmentation and state its importance

(8 marks)

B) What is sales promotion and explain some tools for effective promotion

(7 marks)

OR

Q3. Explain the 7 P's of services marketing mix in detail (15 marks)

Q4 A) Explain Service delivery process and its elements (8 marks)
B) Write a note on Service Mapping (7 marks)

OR

C) What are the challenges in distribution of services? (8 marks)
D) Define the term "Quality" and explain its dimensions (7 marks)

Q5. a) Explain GAP Model of service quality in detail along with a diagram (8 marks)
b) Explain role of I.T in service marketing. (7 marks)

OR

Q5 . Write Short notes (Any 3 out of 5) (15 marks)

- a. Product life cycle
- b. Internal Marketing
- c. Customer loyalty
- d. CRM
- e. Service Assurance

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