

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)

(1*8=8)

- A) When insurer passes some part of or all risks to another insurer it is called _____.
(Reinsurance , Mortgage, Merchant banking)
- B) Customers don't obtain _____ of services.
(Transfer, Ownership, Consumption)
- C) Purchasing capacity, price preference and occupation are included in _____ segmentation.
(Behavioral , demographics, psychographics)
- D) _____ is the key tool in service designing.
(Encounter, blue print , Recovery)
- E) The four main tools of promotion are advertising, sales promotion, public relations and _____.
(E-mail marketing, internet marketing, direct marketing)
- F) Transactional, functional and logistical issues are involved in _____ decision .
(Promotion, process, place)
- G) Website and mobile phones that support a sales promotion are called _____.
(Social media , internet , new media)
- H) All types of _____ bring about negative experiences.
(Service arguments, service failures , service mishandling)
- I) _____ is the new trend in marketing.
(Social media , print media , traditional media)
- J) Service encounter is considered as _____ marketing.
(Period of time, interactive , real time)

PTO...

Q1B) State whether TRUE or FALSE (any 7 out of 10)

(1*7= 7)

- a) Service delivery is prone to inconsistency
- b) Quality can be improved once it is delivered.
- c) Positioning as a leader of a particular category is called Quality positioning.
- d) Traditional marketing focuses on customer satisfaction.
- e) People define service.
- f) Sales promotion is an incentive tool used to drive up short term sales.
- g) Social media is counter productive to word of mouth publicity.
- h) Internal marketing is one time process.
- i) Stock exchanges , clearing houses and RTGS are a part of financial market utilities.
- j) External marketing is interaction between company and customers.

Q2a) Explain the four I's of service marketing.

(8)

2b) Describe the importance of service.

(7)

OR

2c) What are the types of retail financial services?

(8)

2d) Explain classification of services.

(7)

Q3a) Explain positioning in services.

(8)

3b) Describe promotional mix methods and strategy

(7)

OR

3c) Define CRM and explain types of CRM.

(8)

3d) Explain benefits of market segmentation.

(7)

Q4a) What are the 7P's of service marketing?

(8)

4b) What are the challenges in distribution of services?

(7)

OR

4c) Describe components of service blue print.

(8)

4d) Explain service orientation.

(7)

Q5a) Explain service encounter and types.

(8)

5b) Differentiate between external and internal marketing.

(7)

OR

Q5c) Write any three short notes.

(15)

- I. Service recovery
- II. Role of IT in marketing
- III. Service mapping
- IV. Personal selling
- V. Service failure