

Time:  $2\frac{1}{2}$  Hours

Marks: 75

- N.B:** 1. All question are compulsory.  
2. Figures to the right indicate marks

**Q.1 A) Multiple choice questions (any 8 out of 10)**

(8)

- \_\_\_\_\_ are intangible economic activities offered by one party to another (Services, Goods, Quality)
- A \_\_\_\_\_ is a plastic payment card that can be used instead of cash when making purchases. (retail loan, cheques, Debit card)
- \_\_\_\_\_ is a situations when insurer passes some part of or all risks to another insurer. (reinsurance, insurance, dual insurance)
- \_\_\_\_\_ explains that it is impossible to distinguish between the service and the server. (Inseparability, inventory, inconsistency)
- \_\_\_\_\_ is defined as the process of dividing a market into distinct subsets of consumers distinguished from one another. (positioning, market segmentation, advertising)
- \_\_\_\_\_ occupies a relative position in the minds of customers with respect to other service providers. (positioning, promotion, service)
- \_\_\_\_\_ is any form of paid communication or promotion for product, service & idea. (Public relation, publicity, advertising)
- \_\_\_\_\_ is the environment in which the service is delivered and where the firm and the customer interact. (political environment, service environment, economic political environment)
- A \_\_\_\_\_ is a roadmap that shows the final goal and the best way to achieve it. (Service map, service orientation, service delivery)
- \_\_\_\_\_ is art of developing, advertising and distributing goods & services to consumer as well as business. (advertising, marketing, sales promotion)

**Q1 B) State True or False**

(7)

- Services are those activities which satisfies wants.
- Insurance is a form of risk management primarily used to hedge against the risk of a contingent, uncertain loss.
- Differentiation is providing a special advantage to the service over that of competitors.
- Personal selling is face to face interaction with one or more prospective purchasers and procuring orders.
- Communication process is an interactive process between a company and its customers.
- TQM is a widely implemented strategy for managing a company's interaction with customers, clients & sales prospects.
- Quality is the most significant factor in determining the long run success of the organizations.
- Productivity measures amount of output produced relative to the amount of inputs.

- i. When a loyal customer has repetitive requirement of the same product, such customers may be described as being brand loyal
- j. Service assurance is the process of verifying whether products or services meet or exceed customer expectations.

- Q2** a. Explain various classifications of services. (8)  
 b. How are service encounters managed (7)

**OR**

- Q2** c. Define service marketing & explain the importance of service marketing. (8)  
 d. What are types of retail financial services (7)

- Q3** a. Define CRM & explain the types of CRM. (8)  
 b. what are the bases of market segmentation. (7)

**OR**

- Q3** c. what are the steps in positioning of services? (8)  
 d. Explain the types of customer loyalty programmes. (7)

- Q4** a. what are the 7 P's of service marketing. (8)  
 b. what are different distribution channels in a service business. (7)

**OR**

- Q4** c. Enlist the challenges in distribution of services through electronic channels. (8)  
 d. Define service blueprint. Explain the components of a service blueprint. (7)

- Q5** a. How can customer complaints be handled effectively. (8)  
 b. explain with a diagram the GAP model of service quality. (7)

**OR**

- Q5** write a short note (any 3) (15)

- a. Characteristics of services
- b. Service mapping
- c. New trends in marketing
- d. Value delivery system.
- e. Promotion through PLC

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