

(2 ½ Hours)

Total: 75marks

Note: 1) All questions are compulsory.
2) Figures to the right indicate marks.

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

(8)

1. Customers don't obtain the _____ of services.
a. transfer, b. ownership, c. consumption, d. investment.
2. When insurer passes some part of or all risks to another insurer it is called _____.
a. reinsurance, b. mortgage, c. merchant banking, d. dual insurance.
3. _____ is the key tool in service designing.
a. Encounter, b. Blueprint, c. Recovery, d. cross selling.
4. The four main tools of promotion are advertising, sales promotion, public relation and _____.
a. email marketing, b. internet marketing, c. direct marketing, d. indirect marketing.
5. _____ is the stage of the product life cycle where there is intense competition.
a. Growth, b. Maturity, c. Decline, d. Introductory.
6. _____ is a fast growth strategy, when resources are limited.
a. Personal selling, b. Promotion, c. Franchising, d. Intermediaries.
7. Transactional, functional and logistical issues are involved in _____ decisions.
a. promotion, b. process, c. place, d. price.
8. _____ is one of the new trends in marketing.
a. Promotion, b. Personalization, c. Privatisation, d. Product.
9. All types of _____ bring about negative experiences.
a. Service assurance, b. Service arguments, c. Service failure, d. Recovery.
10. Services marketing triangle includes company, _____ and customers.
a. supplier, b. retailers, c. employees, d. dealer.

I B State whether the statement is True or False (Any 7 out of 10)

(7)

1. Service delivery is prone to inconsistency.
2. Like Primary and Secondary sectors, service sector also plays an important role for the economic development of a country.
3. Retail financial services include venture capital and seed capital.
4. Business promotion is targeted at intermediaries and channel partners.
5. Clubbing of two or more segments is done to have a common strategy of marketing mix is called counter segmentation.
6. Buy-One-Get-One-Free is an example of advertising.

7. When customer and service transact from a distance (mail or electronically) it is called service which can be conducted remotely.
8. Personal selling is where business use people to sell the product or service after meeting face-to face with the customer.
9. Internal marketing is a one –time process.
10. Technology is responsible for higher level of service.

Q 2 A) Enlist the distinctive characteristics of services. (8)

B) Explain the importance of Service marketing. (7)

OR

Q 2 C) Describe the Retail Financial Services. (8)

D) Explain the classification of services. (7)

Q 3 A) Define market segmentation and state its importance (8)

B) Explain types of CRM. (7)

OR

Q 3 C) Explain the main tools of promotion in services. (8)

D) Explain in detail about Service Environment. (7)

Q 4 A) Describe the components of Service Blueprint. (8)

B) Enlist the challenges in distribution of services. (7)

OR

C) What are 7P's of Service marketing? (8)

D) How is personal selling used in marketing of services? (7)

Q 5 A) Which are the different types of social media? (8)

B) Write difference between external marketing and internal marketing. (7)

OR

Q 5 C Short Notes (Any 3 out of 5) (15)

1. 3 R's of Service Quality.
2. Product life cycle.
3. Customer Loyalty
4. Role of IT in marketing.
5. Service Encounters.
