

Time Allowed: 2 ½ Hours

Total 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)

1. _____ is the key tool in service designing.
a. Encounter, b. Blueprint, c. Recovery, d. cross selling.
2. _____ is a set of procedures for optimizing performance.
a. Service assurance, b. Service failure, c. Recovery, d. Manufacturing
3. When _____ passes some part of or all risks to another insurer it is called reinsurance.
a. insurer, b. mortgager, c. merchant banker, d. assurances.
4. _____ refers to intangible equivalent of an economic good.
a. Goods, b. Business, c. Services d. Consistency
5. The _____ of CRM deals with communication between companies and their customers.
a. Collaborative Feature b. Operational Feature c. Analytical Feature d. Automation Feature
6. Value delivery sequence consists of _____ steps.
a. Four, b. Three, c. Five d. Seven
7. _____ is the measure of harm from a product or service and its impact on health.
a. Conformance b. Quality c. Safety d. Uniformity
8. Purchasing capacity, price preference and occupation are included in _____ segmentation.
a. Behavioral, b. demographics, c. psychographics d. Complementary
9. Service encounter is considered as _____ marketing.
a. Period of time, b. Interactive, c. Real time, d. Primary
10. Services marketing triangle includes company, _____ and customers.
a. supplier, b. retailers, c. employees, d. dealer.

Q1. B State Whether the Statement is True or False (any 7)

7

1. Benchmark means marks given to sales person
2. Modern marketing is making customers unsatisfaction.
3. Credit card is a financial service
4. Mass marketing is same as market segmentation.
5. Internal marketing is a continuous process.
6. Sales promotion is an incentive tool used to drive-up long-term sales.

7. External marketing is interaction between management and employees.
8. Mobile banking can be popularized by way of better technology
9. Social media marketing is the new age marketing.
10. Object of digital marketing are online marketing

- Q2 A Explain the importance of service marketing 8
 B Explain the characteristics of service marketing. 7
OR
 C What is debit cards? Explain its advantages. 8
 D Classify the types of services. 7
- Q3 A Explain the different bases of market segmentation. 8
 B Define CRM & explain the types of CRM. 7
OR
 C What is customer loyalty? Explain the types of customer loyalty programmes. 8
 D Discuss the steps in positioning of services. 7
- Q4 A Explain 7 P's of Service Marketing Mix 8
 B Explain the components of service blueprint with examples. 7
OR
 C Explain the process of personal selling in service marketing 8
 D Discuss the different distribution channels. 7
- Q5 A Explain with a diagram the GAP model of service quality. 15
OR
 Q5 C **Write a short note (any 3)** 15
 1. Customer Satisfaction
 2. Types of Insurance
 3. Role of IT in service marketing
 4. Service Mapping
 5. Targeting
