

Time: 2 ½ Hours

Total Marks: 75

N.B: 1. All questions are compulsory.**2. Figures to the right indicate marks****Q.1 A Multiple choice questions (any 8 out of 10)****8**

1. 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
2. _____ are not available later if they are not utilized at the time of availability
a. Goods, b. Ownership, c. Services, d. Marketing
3. Providers of services make up the _____ sector of the economy.
a. Primary, b. Secondary, c. Tertiary, d. Agricultural
4. _____ are groups of individuals united through the consumption of particular company's products.
a. Brand communities, b. Market segments, c. Service encounters, d. Service blueprint.
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. Promotion, b. Personal selling, c. franchising, d. service quality
7. _____ is a key tool in service designing.
a. Encounter, b. Recovery c. Blueprint, d. Communication
8. Service marketing triangle includes company, _____ and customers.
a. Supplier, b. Retailers, c. Employees, d. dealer
9. _____ is one of the new trends in marketing.
a. Promotion, b. Personalization, c. Privatization, d. Traditional marketing
10. All types of _____ bring about negative experiences.
a. Service assurance, b. service arguments, c. service failure, d. recovery.

Q.1 B State Whether the Statement is True or False (any 7)**7**

1. Services can be deeds, performances, activities, experiences.
2. Quality can be improved once it is delivered.
3. Retail financial services include venture capital and seed capital.
4. Relationship marketing focuses on customer satisfaction.
5. Positioning as a leader of a particular category is called quality positioning.
6. Service Environment is the environment in which the service is delivered and where the firm and the customer interact.
7. Buy-one-Get-One free is an example of advertising.
8. Primary types of intermediaries-Franchisees, Agents & Brokers and Electronic channels.
9. External marketing is the interaction between company and customers.
10. Service culture is built on elements of leadership principles.

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- Q.2 A Explain the classification of services. 8
B Describe the importance of service. 7
OR
C What are the types of retail financial services? 8
D Explain the factors responsible for the growth of services. 7
- Q.3 A Define market segmentations and state its importance. 8
B Explain promotion through product life cycle. 7
OR
C Describe the types of Customer Relationship Management. 8
D Explain in detail about service Environment. 7
- Q.4 A Explain 7 P's of Service Marketing Mix 8
B Describe services Mapping. 7
OR
C Explain components of a service blueprint with a diagram. 8
D Explain different types of Service Encounter. 7
- Q.5 A What are different types of social media? 15
Define the term "Quality" and explain its dimensions. 15
OR
Q.5 C Write a short note (any 3) 15
1. Personal selling
2. Role of IT in service marketing
3. Service Assurance
4. Ethics in Marketing
5. Targeting
