(Time: 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) _____ refers to intangible equivalent of an economic good.
(a) goods (b) services (c) marketing (d) advertising

2) When insurer passes some part of the risk to another insurer. It is called _____.
(a) Reinsurance (b) Mutual Fund (c) Insurance (d) Shares

3) S in STP Stands for _____, Targeting & Positioning.
(a) Solidarizing (b) Segmentation (c) Segregation (d) Separating

4) Service encounter is considered as _____ marketing.
(a) direct marketing (b) internet marketing (c) email marketing (d) Personal Selling

5) The 4 Ps of marketing mix does not include _____.
(a) Product (b) Productivity (c) Price (d) Promotion

6) _____ is a method of distributing products or services involving a franchisor, who establishes the brand's trademark or trade name and a business system.
(a) Franchising (b) Opaque Distribution (c) Agent (d) Direct Sales

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 marketing triangle includes company, _____, and customers.
(a) suppliers (b) retailers (c) employees (d) company

10) Websites and mobile phones that support a sales promotion are called _____.
(a) Social media (b) Intermediaries (c) New media (d) Old media

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

1) Service delivery is prone to inconsistency.
2) Credit cards are not included in retail financial services.
3) Service customer acts as a co-producer.
4) Market segmentation is also called as Mass Marketing.
5) Internal marketing is a one-time process.
6) Customer loyalty is the act of customers making a purchase of a product just once.
7) Primary types of intermediaries are Franchisees, Agents & Brokers and Electronic channels.
8) Service culture is built on elements of leadership principles.

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9) Social media is a counterproductive to word-of-mouth publicity.
10) Relationship marketing focuses on customer satisfaction.

Q 2 A) Explain the characteristics of Services (8)
B) What are the advantages of a debit card? (7)

OR

Q 2 C) Explain the importance of services in our economy. (8)
D) What are the types of retail financial services? (7)

Q 3 A) Discuss the basis of market segmentation. (8)
B) Define quality in services. Explain the dimensions in of SERQUAL (7)

OR

Q 3 C) Explain the different types of CRM (8)
D) Explain promotion through product life cycle. (7)

Q 4 A) Explain 7 P's of Service Marketing Mix. (8)
B) Enlist the challenges in distribution of services through electronic channels. (7)

OR

C) What is service blueprint? Explain its components with a diagram. (8)
D) Explain different types of Service Encounter. (7)

Q 5 A) Explain the service GAP model with a diagram (8)
B) What are different types of social media used by marketers to promote their product (7)

OR

Q 5 B Short Notes (Any 3 out of 5) (15)
1) Role of IT in service marketing
2) Reasons for growth of services
3) Targeting
4) Customer Loyalty
5) Jaycustomers

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