

(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)**

- \_\_\_\_\_ are not available later if they are not utilized at the time of availability.  
a. Marketing, b. Goods, c. Services d. Investment.
- The service consumer is \_\_\_\_\_ from service delivery.  
a. variable, b. inseparable, c. separable, d. fixed.
- \_\_\_\_\_ means finance raised from financial institutions other than commercial banks.  
a. Institutional finance, b. Retail Finance, c. Premium, d. Insurance.
- Advertisement is persuasive \_\_\_\_\_.  
a. promotion, b. selling, c. marketing, d. finance.
- \_\_\_\_\_ is the stage of the product life cycle where there is intense competition.  
a. Growth, b. Maturity, c. Decline, d. Introductory.
- \_\_\_\_\_ is the key tool in service designing.  
a. Encounter, b. Blueprint, c. Recovery, d. cross-selling.
- Websites and mobiles phones that support a sale promotion are called \_\_\_\_\_.  
a. social media, b. internet, c. new media, d. encounter.
- Advertisements that intend to elicit an immediate sale are known as \_\_\_\_\_ advertising.  
a. free sample, b. direct response, c. coupon, d. letters
- \_\_\_\_\_ means the degree to which a specific product/service satisfies a particular class of consumers.  
a. Dimension, b. Quality, c. Customisation, d. methods
- Technology helps in understanding \_\_\_\_\_ profile of users.  
a. choice, b. innovative, c. behavioural, d. decision.

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

- Services can be deeds, performances, activities, experiences.
- The human factor is often the key success factor in service economies.
- Variability is high in operational inputs and outputs of services.
- Process in services include facility exterior, exterior design, signage, parking, and landscape.
- Traditional marketing focuses on customer satisfaction.
- Sales promotion is an incentive tool used to drive up short-term sales.
- Service customer acts as a co-producer.
- External marketing is the interaction between company and customers.

9. Service value is delivered when cost, time and difficulty to operate or use is low.  
10. Stock exchanges, clearinghouses, and RTGS are a part of financial market utilities.

**Q 2 A)** Explain the four I's of service marketing. (8)  
**B)** Describe the characteristics of services. (7)

**OR**

**Q 2 C)** Explain the classification of services. (8)  
**D)** Explain the factors responsible for the growth of services. (7)

**Q 3 A)** What are the steps in the positioning of services? (8)  
**B)** Explain promotion and communication in services. (7)

**OR**

**Q 3 C)** Explain the benefits of market segmentation. (8)  
**D)** Explain different types of CRM. (7)

**Q 4 A)** Explain the concept of the extended marketing mix. (8)  
**B)** Explain the service delivery process and its elements. (7)

**OR**

**C)** Explain 7P's of the marketing mix. (8)  
**D)** Explain the components of a service blueprint with a diagram. (7)

**Q 5 A)** Explain the role of IT in service marketing. (8)  
**B)** Write different types of social media. (7)

**OR**

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

1. Customer loyalty
2. Product life cycle.
3. Service Mapping
4. Personal selling
5. Ethics in service marketing

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