

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
