

**Time: 2.30 hours**

**Marks 75**

**Note: All questions are compulsory  
 Figures to the right indicate marks.**

**Q1 A) Fill in the blanks (Any 8 out of 10) (8 marks)**

1. Providers of services make up the \_\_\_\_\_ sector of the economy.  
 (a. Primary b. Secondary c. Tertiary)
2. \_\_\_\_\_ refers to services provided by finance industry  
 (a. Financial Services b. Business services c. Marketing services)
3. The service consumer is \_\_\_\_\_ from service delivery  
 (a. Variable b. Inseparable c. Separable)
4. Service map is a \_\_\_\_\_ tool  
 (a. Purchase b. Communication c. Sales)
5. External Marketing tries to create \_\_\_\_\_ customers  
 (a. Habitual b. One time c. Casual)
6. \_\_\_\_\_ positioning is based on a single feature of a service  
 (a. Attribute b. Benefit c. competitor)
7. \_\_\_\_\_ is a key tool in service designing  
 (a. Encounter b. Recovery c. Blueprint)
8. Service encounter is considered as \_\_\_\_\_ marketing  
 (a. Interactive b. Real time c. Period of time)
9. \_\_\_\_\_ is a set of procedures for optimizing performance  
 (a. Service assurance b. Service failure c. Recovery)
10. All types of \_\_\_\_\_ bring about negative experiences  
 (a. Service arguments b. Service failure c. mishandling)

**Q1 B) Match the following (Any 7 out of 10) (7 marks)**

	<b>COLUMN "A"</b>		<b>COLUMN "B"</b>
1	Media strategy	A	Is built on leadership principles
2	Quality	B	Consistent performance
3	Collaborative CRM	C	PDCA model
4	Customer loyalty	D	Tool to provide right information
5	Differentiation	E	Used to hedge against risk of uncertain loss
6	Service culture	F	Create competitive edge
7	Reliability	G	Reward for supplier efforts
8	Quality Assurance	H	Direct interaction with customers
9	Insurance	I	Benefits to customer
10	Marketing	j	Deliver its message

**Q2 A) Define services and explain its features in brief (8 marks)**

**B) Explain the classification of services (7 marks)**

**OR**

**C) What are the types of retail financial services? (8 marks)**

**D) Explain the 4 I's of service marketing (7 marks)**

**Q3 A) Define market segmentation and state its importance (8 marks)**

**B) What is sales promotion and explain some tools for effective promotion (7 marks)**

OR

Q3. Explain the 7 P's of services marketing mix in detail (15 marks)

Q4 A) Explain Service delivery process and its elements (8 marks)

B) Write a note on Service Mapping (7 marks)

OR

C) What are the challenges in distribution of services? (8 marks)

D) Define the term "Quality" and explain its dimensions (7 marks)

Q5. a) Explain GAP Model of service quality in detail along with a diagram (8 marks)

b) Explain role of I.T in service marketing. (7 marks)

OR

Q5 . Write Short notes ( Any 3 out of 5) (15 marks)

- a. Product life cycle
- b. Internal Marketing
- c. Customer loyalty
- d. CRM
- e. Service Assurance

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