

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

Q 3 A Describe the promotional mix methods & strategy. (8)
B What are the steps in the positioning of services? (7)

OR

Q 3 C Explain in detail about the Service Environment. (8)
D Explain the concept of the extended marketing mix. (7)

Q 4 A What are the different distribution channels in a service business? (8)
B Explain personal selling in services. (7)

OR

C Define the term Quality and explain its dimensions. (8)
D Which are the factors responsible for ethical decision-making? (7)

Q 5 A What is service failure? How do customers respond to service failure? (8)
B what are the types of social media? (7)

OR

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

1. Internal Marketing
2. Service mapping
3. Investment services
4. Positioning
5. CRM
