Time:	2 ½ Hours
Note:	1) All questions are compulsory. Total: 75marks
11010.	2) Figures to the right indicate marks.
Q.1 A.	Fill in the blanks (Any 8 out of 10) (8)
1.	is insurance where risks shared between insurers.
	a. Co-insurance, b. Reinsurance, c. Dual insurance, d. Insurance
2.	Providers of services make up the sector of the economy.
	a. Primary, b. secondary, c. tertiary, d. none
3.	When the same goods and services are offered to all without differentiation it is
	known as marketing approach.
	a. Nice, b, undifferentiated, c. segmented, competitor
4.	External marketing transforms customer's into customers.
	a. Habitual, b. casual, c. one time, d. two time
5.	is the stage of the product life cycle where there is intense competition.
	a. Growth, b. Maturity, c. Decline, d. Introductory.
6.	is a key tool in service designing.
1 No	a. Encounter, b. recovery, c. blueprint, communication
4 7.	Websites and mobile phones that support a sales promotion are called
	a. Social media, b. internet, c. new media, traditional media
8.	Technology helps in understanding profile of users.
25	a. Choice. b.behavior, c.innovative, d.customers
△\ ⁹ .	is a new trend in marketing.
100	a. Social media, b. Print media, c. Traditional media, d. choice
10.	Service encounter is considered as marketing.
,<	a. Interactive, b. Real-time, c. Period of time, d. Choice
, 95t	
Q.1 B	State whether the statement is True or False (Any 7 out of 10) (7)
KO 1	Service encounters take place between customers and physical facilities or
1.	equipment,
2	Service delivery is prone to inconsistency.
13.0	The human factor is often the key success factor in service economies.
4	Value-based quality is a trade-off between price and value.
5.	Relationship marketing focuses on customer satisfaction.
	Buy-One-Get-One-Free is an example of advertising.
	People define a service.
48	Internal marketing is a one-time process.
×9.	Technology is responsible for a higher level of service.
10.	Passive approach and Active approach are methods of internet marketing.
) 10.	The state of the s
Q 2 A	Enlist the distinctive characteristics of services. (8)
_ ^ ~	Explain the importance of service marketing. (7)
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	9
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 A	OF T
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)
A OR A OR	9
C Define the term Quality and explain its dimensions.	(8)
D Which are the factors responsible for ethical decision-making?	(7)
April April 1980 April	1 12
Q 5 A What is service failure? How do customers respond to service failure?	(8)
B what are the types of social media?	$\sqrt{7}$ (7)
OR POR ST	ř
Q 5 C Short Notes (Any 3 out of 5)	(15)
1. Internal Marketing	
2. Service mapping	8
3. Investment services	X
4. Positioning	7
S. CRM S	
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