

Enara
BFM

25/10/24

BFM - Liab

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 State Whether the Statement is True or False (any 8) (8)

1. The physical factors are often the success factor in service sector.
2. The amount of money charged by the insurer to the insured for the coverage set forth in the insurance policy is called the premium.
3. Sales promotion is a tool used to boost short-term sales by offering incentives.
4. In internet marketing, only uses either a passive strategy to reach the audience.
5. Debit card is a financial service.
6. A benchmark refers to a standard or reference point used to evaluate the performance of a salesperson.
7. Social media marketing is an outdate form of marketing.
8. Mobile banking can be made more popular through advancements in technology.
9. Personal selling is where business use people to sell the product or service after meeting face-to-face with the customer.
10. The process in services encompasses elements such as the facility's exterior, its design, signage, parking, and landscaping.

Q 1 B Match the college (Any 7) (7)

Column 1	Column 2
1. Market segmentation	a. Financial service
2. Services	b. No human interaction
3. Insurance	c. Service quality
4. Product life cycle	d. Geographical
5. Self Service Technology	e. 7 P's of marketing
6. Extended marketing mix	f. Image of company
7. Gap model	g. Maturity stage
8. Targeting	h. Intangible

Q 2 A What are the types of retail financial services? 8

B Explain the 4 I's of service marketing. 7

OR

Q 2 C Discuss the factors responsible for growth of services. 8

D Explain the classification of services with examples. 7

Q 3 A What are the basis of market segmentation? 8

B Explain the different types of CRM. 7

OR

C How does promotion through the different stages of product life cycle. 8

D How are people managed effectively for service advantage? 7

Handwritten marks: 'L' and 'M' with arrows pointing to the page number.

Q 4 A What are the challenges in distribution of services? 8

B What is service blueprint? Explain with a suitable diagram. 7

OR

C Explain the 7P's of service marketing mix in detail. 15

Q 5 A Explain the Gap Model of service quality. 15

OR

B Write Short Notes (Any 3) 15

- 1. Customer Loyalty
- 2. Internal Marketing
- 3. Social Media Marketing
- 4. Service Assurance
- 5. Ethics in Marketing

muquestionpapers.com