

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. Quality can be improved once it is delivered.
2. Services can be deeds, performances, activities, and experiences.
3. Retail financial services include only debit cards and credit cards.
4. Service customers act as a co-producer.
5. Positioning as a leader of a particular category is called quality positioning.
6. Business promotion is targeted at intermediaries and channel partners.
7. Sales promotion is an incentive tool used to drive-up short-term sales.
8. Employee engagement includes elements of customer intelligence, account management and continuous improvement.
9. Personal selling is where business use people to sell the product or service after meeting face to face with the customer.
10. Internal marketing is a one-time process.

**Q1. B Match the following: (any 7)**

7

Group A	Group B
1. Service Encounter	a. Used to hedge against the risk of a contingent, uncertain loss
2. Insurance	b. Actual thing being sold.
3. Collaborative CRM	c. Deliver its message
4. Quality	d. Consistent performance
5. Product	e. Satisfaction and quality
6. Service Culture	f. Reward for supplier efforts
7. Media Strategy	g. Benefits for customers
8. Reliability	h. Tool to provide right information
9. Customer Loyalty	i. Direct interaction with customers
10. Marketing	j. Differentiator in service marketing

**Q2 A Explain the characteristics of service marketing.** 8**B What are the reasons for growth of services in the economy?** 7**OR****C Explain classification of services with examples** 8**D Discuss the different types of retail financial services.** 7**Q3 A Discuss the basis of segmentation with relevant examples.** 8**B Explain the dimensions of SERVQUAL.** 7**OR****C Explain Service environment in detail.** 8**D Explain the types of CRM.** 7**Q4 A Enlist the challenges in distribution of services through electronic channels.** 8**B What are the components of a service blueprint?** 7**OR**

- C** Discuss the 7Ps of service marketing. 8  
**D** How is sales promotion used in service marketing? 7  
**Q5 A** Explain the GAP model of service quality. 8  
**B** How do customers respond to service failure? 7

OR

- Q5 C** Write a short note (any 3) 15  
 1. Internal Marketing  
 2. 4 I's of Service Marketing  
 3. Product Life Cycle  
 4. Role of IT in Marketing  
 5. Service Assurance

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