

19/11/2018

Time: 2 $\frac{1}{2}$ Hours

Marks: 75



- N.B: 1. All question are compulsory.
2. Figures to the right indicate marks

Q1 a) Fill in the blanks (any8)

(8)

- _____ is the intangible equivalent of an economic good
(a. Services, b. Raw materials, c. segmentation)
- The service process can be _____
(a. Manual, b. Mechanised, c. both a and b)
- _____ financial services include debit and credit cards
(a. Retail, b. Wholesale, c. Neither a nor b)
- _____ is a means of protection from financial loss.
(a. Insurance, b. Derivatives, c. Hedge)
- A technique where the seller induces the customer to buy more expensive goods is called _____.
(a. Cross selling, b. upselling, c. downsizing)
- _____ is a set of procedures to optimize performance.
(a. Service assurance, b. quality assurance, c. Quality control)
- Steps in Quality Assurance involves _____
(a. Plan, b. Check, c. Both a and b)
- _____ environment is one in which service is delivered and customers interact
(a. Product, b. Service, c. Internal)
- _____ stage of PLC requires persuasive tactics to encourage customers
(a. Decline, b. Maturity, c. Growth)
- _____ CRM addresses the analysis of customer data.
(a. Collaborative, b. Analytical, c. Both a and b)

Q1 b. State whether the statements are True or False. (any 7)

(7)

- Intangibility is one of the key features of services
- Pure tangible goods include physical products and consumer durables.
- Personal selling is where businesses use people to sell products or services.
- Value delivery sequence consists of three key steps.
- Services marketing involve 7 P's.
- Services fall under Primary sector of the economy.
- Service blueprint is not an accurate portrayal of service system.
- Effective CRM solutions minimises customer life cycle.
- Marketing is a form of paid communication
- Customer complaints are inevitable, no matter how streamlined a business is.



Q2 a. Define Services and state its nature and importance (15)

OR

Q2 b. What is Market segmentation and state the requirements for effective segmentation. (15)

Q3 a. How is Customer satisfaction different from Customer Loyalty (8)

b. Explain the role of ethics in services marketing (7)

OR

c. Define CRM and explain its benefits (8)

d. Write a note on SERQUAL (7)

Q4 a. Define Service blueprint and explain its components. (8)

b. Explain the term "Service Mapping" in detail (7)

OR

c. Explain the role of IT in services marketing (8)

d. Write a note on Service Assurance (7)

Q5. Explain the GAP model with a diagram and state the measures to close the gap (15)

OR

Q5. Write short notes (any 3) (15)

1. Internal Marketing

2. Customer Loyalty

3. Service Recovery

4. New trends in Marketing

5. Direct Marketing
