

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BVoc DEGREE EXAMINATION MAY 2023  
(Fifth Semester)

Branch – BANKING STOCK AND INSURANCE

SERVICE MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

1. Marketing services aims at  
(i) Profit making through users satisfaction (ii) Users satisfaction  
(iii) Profit making (iv) Resources utilization
2. Member relationship exists in case of  
(i) Public transportation (ii) More theatre  
(iii) Restaurant (iv) College enrolment
3. In service marketing mix, the cheque book possessed by the customer of the bank represents:  
(i) Peripheral evidence (ii) essential evidence  
(iii) process element (iv) Promotional element
4. Referrals are concerned with:  
(i) Advertising (ii) Publicity  
(iii) Sales promotion (iv) Word of mouth
5. Users forming a habit and availing the service regularly are known as:  
(i) habitual users (ii) Occasional users  
(iii) actual users (iv) Potential users
6. Vocal persons are associated with  
(i) Advertisement (ii) Publicity  
(iii) Sales promotion (iv) Word of mouth promotion
7. Safe custody is found in the  
(i) banking services (ii) Insurance services  
(iii) transport services (iv) hospital services
8. Investment counselling is  
(i) a deposit (ii) International banking  
(iii) Project counselling (iv) a consultancy service
9. Sales promotion technique directed at employee is  
(i) point of sale (ii) direct mail  
(iii) incentives (iv) free samples
10. Which one of the following is a line service in hospital marketing?  
(i) Intensive care (ii) dietary  
(iii) radiology (iv) registration

Cont...

**SECTION - B (35 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 7 = 35)

- 11 a. What are the reasons for the growth of service organization?  
OR  
b. Distinguish between goods and services.
- 12 a. Explain the product in the service sector.  
OR  
b. How do you assess service quality?
- 13 a. Explain the characteristics of financial services.  
OR  
b. Explain the different types of market segmentation.
- 14 a. What are the factors influencing the behavioral profile of users.  
OR  
b. Explain the market segmentation of Bank marketing.
- 15 a. Narrate the users of Insurance product services.  
OR  
b. Explain the market segmentation in the Insurance organization.

**SECTION - C (30 Marks)**

Answer any THREE Questions

ALL Questions Carry EQUAL Marks

(3 x 10 = 30)

16. Discuss the characteristics of service marketing.
17. Explain the different stages in the development of new service.
18. State the advantages of mutual funds to investors.
19. Explain the marketing mix for Banking services.
20. Define insurance products. Focus on the formulation of a sound product mix for the insurance organizations.

Z-Z-Z END