

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BVoc DEGREE EXAMINATION DECEMBER 2023  
(Fifth Semester)

Branch – BANKING, STOCK AND INSURANCE

SERVICE MARKETING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Which of the following is not one of the unique characteristics of services in service marketing?  
(i) Intangibility (ii) Perishability  
(iii) Standardization (iv) Inseparability
2. The total number of items that the company carries within its product lines refers to the \_\_\_\_\_ of the product mix.  
(i) Width (ii) Depth (iii) Length (iv) Consistency
3. What is the primary goal of marketing of financial services?  
(i) Maximizing short-term profits (ii) Increasing market share  
(iii) Building long-term customer relationships (iv) Reducing operational costs
4. What is market segmentation in the context of bank marketing?  
(i) The process of dividing a bank into different geographic locations  
(ii) The process of targeting a single, homogeneous customer group  
(iii) The process of dividing a diverse market into distinct, identifiable customer groups  
(iv) The process of merging multiple banks to create a larger institution
5. Which of the following is a common channel used for insurance marketing to reach potential customers?  
(i) Social media platforms (ii) Traditional print newspapers only  
(iii) Radio advertisements exclusively (iv) Fax marketing

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a) Explain the importance of market segmentation.  
(OR)  
b) Narrate the evolution of service marketing.
7. a) Outline the advantages of product mix.  
(OR)  
b) Describe the elements of price mix.
8. a) Show the importance of marketing of financial services.  
(OR)  
b) Classify different types of mutual funds.
9. a) Explain the marketing mix for banking services.  
(OR)  
b) Narrate the principles of bank marketing.

Cont...

10. a) Describe the users of insurance marketing.  
(OR)  
b) Show the advantages of insurance marketing.

**SECTION -C (30 Marks)**

Answer **ALL** questions  
**ALL** questions carry **EQUAL** Marks

(5 x 6 = 30)

11. a) Examine the features of Service Marketing.  
(OR)  
b) Discuss the significance of service marketing.
12. a) Identify different types of marketing mix.  
(OR)  
b) Justify the components of promotional mix.
13. a) Discuss the features in marketing of banking and insurance services.  
(OR)  
b) Classify various types of factoring services.
14. a) Analyze the factors influencing the behavioral profile of users of Banking Services.  
(OR)  
b) Outline the importance of market segmentation of bank marketing.
15. a) Examine the significance of insurance marketing.  
(OR)  
b) Discuss the marketing mix for insurance services.

Z-Z-Z      END