

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION DECEMBER 2022
(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. "Every business is a service business"- Who quoted this sentence?
(i) Philip Kotler (ii) Gary Hamel
(iii) Ravi Shankar (iv) Ramaswamy & Nama Kumari
2. Which of the following products is an example of intangible dominant?
(i) Insurance (ii) Farming
(iii) Mining (iv) Teaching
3. State the Physical evidence helps
(i) To evaluate the service by customers (ii) To deliver the services
(iii) To evaluate the services by the provider (iv) To assess the quality by third party
4. In services marketing mix, people refer to
(i) Employees and customers (ii) Customers
(iii) Employees (iv) Public at large
5. The Association of mutual fund in India was incorporated on
(i) 22nd Aug 1995 (ii) 23rd Aug 1996
(iii) 28th Aug 1995 (iv) 22nd Jan 1995
6. Indicate the finance ministry is supervisor of
(i) RBI & SBI (ii) SBI & SEBI
(iii) SEBI & NABARD (iv) SEBI & RBI
7. Which marketing research technique is used for segmenting the market?
(i) Cluster analysis (ii) Hierarchical cluster analysis
(iii) K-means cluster analysis (iv) All of the above
8. Identify Segmenting the market is required for
(i) Dividing customers into meaningful groups based on their needs and preferences
(ii) Targeting one or more segments (or groups) for serving them profitably
(iii) Positioning the service product in the minds of the targeted customers
(iv) All of the above
9. Which of the following is not an element of people?
(i) Motivation (ii) Teamwork
(iii) Flow of activities (iv) Customer training
10. Which of the following is not an element of physical evidence?
(i) Employee Dress (ii) Employee Training
(iii) Equipment (iv) Facility Design

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 7 = 35)

11. a Explain the scope and the unique characteristics of service
OR
b Describe the challenges and issues in service marketing.
12. a Narrate the 7P's of service marketing.
OR
b How do you manage the intangibility problem?
13. a Describe the advantages enjoyed by the Mutual Fund investors.
OR
b How bill discounting differs from factoring?
14. a State the importance of market segmentation of bank marketing.
OR
b Explain the factor influencing the behavioural profile users in bank marketing.
15. a Develop a promotional strategy for an insurance company.
OR
b Explain the significance of Market segmentation for insurance.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

16. Summarize the segmentation, targeting and positioning of service market.
17. Examine the importance of 'process' element in service marketing mix.
18. Discuss the merits and demerits of factoring.
19. Comment on the instrumentality of personal selling in promoting financial services.
20. Define Insurance products. Focus on the formulation of a sound product mix for the insurance organisations.

Z-Z-Z

END