

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION MAY 2024
(Fifth Semester)

Branch –BANKING, STOCK & 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. Identify the main reason for difficulty in Services Marketing.
(i) Separability (ii) Intangibility
(iii) Availability (iv) Demand Supply Gap
2. Which of the following is not accepted as being part of the extended marketing mix for services?
(i) Promotion (ii) Place
(iii) Product (iv) Practice
3. Which are not included in entry load, exit load, deferred load is known a _____
(i) open end fund (ii) Surplus
(iii) Closed end fund (iv) No load fund
4. Which of the following is not a type of Service encounters?
(i) Remote encounters (ii) Phone encounters
(iii) Face to face encounters (iv) Check in Encounters
5. Services that occur without interruption confusion or hassle to the customer is called ____
(i) Seamless service (ii) Digital Services
(iii) Marketing Myopia (iv) Functional Services

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a) How are services different from goods?
(OR)
b) What are the marketing related tasks to be carried out by service marketers because of the nature of services?
7. a) Discuss the strategic role of physical evidence.
(OR)
b) Why is the 'people' element of the marketing mix so important in services marketing?
8. a) Explain the characteristics of financial services.
(OR)
b) What do you know about Mutual Fund?
- 9 a) Device a promotional strategy for a bank.
(OR)
b) Explain the concept of Bank marketing.
- 10 a) State the different categories of users of insurance services.
(OR)
b) Discuss the price mix for the insurance organizations that helps in making it a motivational tool.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a) Explain the importance of services to our economy and what are the challenges faced by service marketers in India.
OR
b) Discuss the segmentation, targeting and positioning of service market.
- 12 a) Discuss the expanded marketing mix of services
OR
b) Explain the importance of 'process' element in service marketing mix.
- 13 a) State the progress made by mutual funds in mobilizing the savings of the people.
OR
b) Discuss the merits and demerits of factoring.
- 14 a) Justify the need for applying marketing strategies in the financial services.
OR
b) Comment on the instrumentality of personal selling in promoting financial services.
- 15 a) Explain in brief the different components of marketing mix for marketing of insurance services.
OR
b) Define Insurance products. Focus on the formulation of a sound product mix for the insurance organizations.

Z-Z-Z END