

T.Y.B.Com (Financial Markets) Sem V

19/11/2019

Choice Based

Time : 10.30 to 1.00 (2½ Hours)

(Total Marks : 75)

75

- N.B. 1) All questions are compulsory
2) Figures to the right indicate marks.

Q1 A) Fill in the blanks (Any 8 out of 10) (8)

- A When insurer passes some part of or all risks to another insurer it is called _____
(Reinsurance , Mortgage, Merchant Banking)
- B Providers of services make up the _____ sector of the economy.(Primary, Secondary, Tertiary)
- C Customers don't obtain the _____ of services(Transfer, Ownership, Consumption)
- D _____ is the key tool in service designing .(Encounter, Blue print, Recovery)
- E _____ is the stage of the product life cycle where there is intense competition.
(Growth , Maturity, Decline)
- F _____ positioning is based on a single feature of service.(Attribute, Benefit ,Competitor)
- G _____ is the fast growth strategy when resources are limited .(Promotion, Personal selling, Franchising)
- H Advertisements that intent to elicit an immediate sale are known as _____ (Free samples, Direct response , Coupon)
- I _____ is one of the new trends in marketing .(Promotion, Personalization, Privatization)
- J All types of _____ bring about negative experience.(Service argument ,Service failures, Service mishandling)

Q.1.B State whether the statement is TRUE or FALSE (Any 7) (7)

- A Service delivery is prone to consistency.
- B Services can be deeds, performances, activities and experiences.
- C Retail financial services include venture capital and seed capital.
- D Business promotion is targeted at intermediaries and channel partners.
- E Relationship marketing focuses on customer satisfaction.
- F People define a service.
- G Buy -1 Get-1 free is an example of advertising.
- H Technology is responsible for higher level of service.
- I Internal marketing is a regular process.
- J Service culture is build on elements of leadership principles.

Q.2.A Describe the characteristics of services. (8)

B Explain classification of services. (7)

OR

C Explain the factors responsible for the growth of services. (8)

D Describe Retail Financial Services. (7)

Q.3.A Explain the basis of Market Segmentation. (8)

B Explain the main tools of Promotion in services. (7)

OR

C Explain in detail about service environment. (8)

D Describe about Customer Relationship Management and its types. (7)

Q.4.A Explain 7 P's of Marketing Mix. (10)

B Describe Service Mapping. (5)

OR

C Explain distribution strategies of services. (8)

D Explain about Personal Selling in services. (7)

Q.5 A Describe Service encounters. (8)

B Explain service Failures and Recovery. (7)

OR

C Write short notes on any **THREE** from the following: (15)

- 1) Service Blue print
 - 2) Internal marketing
 - 3) Role of IT in service marketing
 - 4) Ethics in service marketing
 - 5) Positioning
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