DECEMBER 2023 **P/ID 78014/RMB01**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions, in 50 words each.

1. What is called Service marketing?
2. Define "Service Aspiration".
3. How the Blue Prints Can be made?
4. Draft the concept of Product Decision.
5. List out the factors that determine Promotion.
6. Explain the importance of People in Service Marketing.
7. State the importance of internal Marketing.
8. Define Marketing demand.
9. Explain the term "Service Performance Gap".
10. What do you understand by Quality Standards?
11. State any two reasons for the importance of customer care in Educational Services.
12. Highlight some issues related to Marketing of Food Products.

PART B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions, in 250 words each.

13. What is called a Blue Print? What are the stages involved in Blue Printing?

14. Illustrate the designing process of Services.

15. Write Short Notes on

    (a) Pricing

    (b) Strategies

    (c) People

    (d) Process

    (e) Physical Evidence

16. Differentiate between Internal Marketing of Service Vs External Marketing of Service.

17. How the Gaps can be filled to deliver quality services.

18. Explain the Promise vs Delivery Gap in detail.

19. Draw a Blue print of service for a Mobile Phone Showroom of your Own Choice.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions, in 500 words each.

20. Write an essay about the role of technology in Marketing Services.

21. List out the 7 P's and Explain them all in detail.

22. Illustrate the Marketing Segmentation Process with a clear Diagram.

23. Develop a Marketing Strategy for the below sectors

    (a) Multi-Speciality Hospitals

    (b) Tourist Agencies

    (c) Agricultural Services

    (d) Organic Food Hotels.

24. Enumerate the importance of branding and Advertising in Marketing of Public Utility services.

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