MAY 2024 **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 Service Aspiration?
2. Define "Blue Print".
3. List out any two classification of Service.
4. Draft the concept of Marketing Promotion.
5. List out the factors that determine Product Decision.
6. Explain the importance of Process in Service Marketing.
7. Explain the term Capacity Planning.
8. State the importance of External Marketing.
9. Write a note on "Service Quality".
10. State the term "Promise" in service marketing.
11. State any two reasons for the importance of customer care in Public Utility Services.
12. How the Professional service can be marketed effectively?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions, in 250 words each.

13. Discuss the factors that built service aspirations.

14. State the features and Characteristics of service.

15. Explain the uses of segmentation in Services Marketing.

16. “Can Services can be advertised"? – Justify your answer with proper example.

17. Discuss the Gaps that are killed the services marketing.

18. Interpret Promise Vs Delivery Gaps – Differentiate.

19. Draw a Blue print of service for a Banking Facility of your Own Choice.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions, in 500 words each.

20. Write an essay about future trend in growth of service sector in India.

21. Develop a product by your own and use the 7 P's to market that product in your Locality.

22. Marketing Demand and Supply is a challengeable Process but a possible one – Justify your Answer with suitable Example.

23. Develop a Marketing Strategy for the below sectors

    (a) Multi-speciality Hospitals

    (b) Tourist Agencies

    (c) Agricultural Services

    (d) Organic Food Hotels

24. What are the issues can be faced while implementing Marketing Strategy for Government Schools and Government Colleges in Rural areas?

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