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(Pages : 3)

Name.....

Reg. No.....

FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2020

(CUCBCSS—UG)

B.B.A.

BBA VB 10—MARKETING SPECIALIZATION—I SERVICES MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

Choose the correct answer :

1. Which one of the following is not a characteristics of service ?

- (a) Perishability. (b) Inseparability.
(c) Tangibility. (d) Intangibility.

2. BPO stands for :

- (a) Business Process Outsourcing. (b) Business Person Outsourcing.
(c) Business Product Outsourcing. (d) Business Price Outsourcing.

3. Life Insurance Corporation of India was established in the year :

- (a) 1955. (b) 1956.
(c) 1957. (d) 1958.

4. Which bank is known as bankers bank in India ?

- (a) SBI. (b) RBI.
(c) Indian Bank. (d) Bank of India.

5. The primary cost of producing a service is _____.

- (a) Material. (b) Labour.
(c) Overhead. (d) Rent.

Turn over

Fill in the blanks :

6. GDP stands for _____.
7. _____ is the subdividing of markets into homogeneous subsection of customers.
8. _____ is any kind of paid form of non-personal presentation by an identified organization or individual.
9. _____ is the apex statutory body which regulates the insurance industry in India.
10. _____ is the granting of another person or institution to use a trade name, trade mark or product in return for a lump sum payment or a royalty.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer at least five questions.

Each question carries 4 marks.

All questions can be attended.

Overall ceiling 20.

11. What do you mean by interactive marketing ?
12. What is meant by offset pricing ?
13. What do you mean by market segmentation ?
14. What is meant by promotion mix ?
15. What is WOM ?
16. Mention any *four* reasons for increasing importance of tourism in India.
17. What do you mean by financial services ?
18. What do you mean by a brand ?
19. What is an offshore bank ?
20. Mention any *two* objectives of IRDA.

(5 × 4 = 20 marks)

Section C (Short Essay Questions)

Answer at least four questions.

Each question carries 8 marks.

All questions can be attended.

Overall ceiling 32.

21. Briefly explain the need for marketing of insurance services.
22. What are the pricing strategies of banking services ?
23. What are the most popular categories of tourism ?
24. What are the distribution methods in services ?
25. What are the steps involved in the market segmentation process ?
26. Explain the unique characteristics of services.
27. Briefly explain the role of services in the economic development.
28. What are the various types of life insurance policies ?

(4 × 8 = 32 marks)

Section D (Essay Questions)

Answer any one question.

The question carries 18 marks.

29. What is service ? Explain the classification of various services.
30. Explain the various factors influencing buyer behavior.
31. Define BPO. What are its advantages and disadvantages ?

(1 × 18 = 18 marks)

