

APRIL 2021

65160/KDA2C

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions, each in 50 words.

1. What is service product?
2. Define – Service Design.
3. Write a short note on Process Layout.
4. What do you mean by Promotion?
5. Define – Cross Selling.
6. What is Mark-up Price?
7. What do you mean by Tourism Service?
8. What is Service marketing mix?
9. Define – Customer Relationship Management.
10. What is Cost-based pricing?
11. Define – Service Environment.
12. What do you mean by Customer Acquisition?

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions, each in 200 words.

13. List out the various industrial services.
14. What are the uses of service blue print?
15. What is Branding of services? State its characteristics.
16. What do you mean by Service Communication?
17. Explain about significance of segmentation to the insurance business.
18. What is the importance of personal selling in financial services?
19. State the benefits CRM.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions, each in 500 words.

20. Bring out the various components of services.
21. Explain about guiding principles in service design.
22. What are the stages in new service development?
23. Discuss about factors affecting pricing of service decisions.
24. What is mutual fund? State the role of agent.
25. Discuss about implementation of CRM.