

Con. 4133-09.

(2 Hours)

GM-2492

[Total Marks : 60

N.B. : (1) All questions are compulsory.

(2) Figures to the right indicate marks.

1. (a) "Marketing is a total system of activities designed to plan, price, promote and distribute want-satisfying products and services." Discuss. 8
- (b) What are the basic difference between goods and services ? 7

OR

1. (a) Explain the features of industrial marketing. 8
- (b) Describe the concept of insurance as a service. 7
2. How do nationalised banks develop their marketing mix strategies ? 15

OR

2. (a) What role does place play in the selection at services premises ? 8
- (b) State the different steps in the buyer's decision-making process and explain any three of them. 7
3. (a) What is meant by the "Gaps" model of Quality ? Describe in detail. 8
- (b) What role does advertising play in promoting banking services ? Use specific examples to support your answer. 7

OR

3. (a) Describe the different channels or direct marketing. 8
- (b) With the increase in computer literacy, the use of on-line marketing has increased. Discuss its advantages. 7
4. Write short notes on any **three** of the following (any **four**) :- 15
- (a) Marketing vs selling
- (b) Categories of services
- (c) Blending in services marketing
- (d) Major Trends in Customers Service
- (e) Characteristics of Services. (any four)