

V.P.M.'s K.G. Joshi College of Arts & N.G.Bedekar College of Commerce, Thane.

TYBCOM - B & I 5TH SEMESTER

PRELIMINARY EXAMINATION OCT - 2008

TIME : 11.00 a.m. to 1.00 p.m.

MARKS : 60

CODE : 531-A

DATE : 08/10/2008

SUBJECT & PAPER : MARKETING IN B & I

Instruction : 1] All questions are compulsory.

2] Figures to the right indicate full marks.

- Q.1 a) "Marketing Mix is the marketing manager's instrument for the attainment of marketing targets." Discuss 10
- b) Distinguish between Marketing and selling 05
- OR
- Q.1 a) Define Services. Explain the characteristics of Services. 08
- b) Explain the significance of Service Marketing. 07
- Q.2 a) Explain the factors affecting 'Pricing' decision 10
- b) Explain types of 'Advertising Media' used for promoting services 05
- OR
- Q.2 a) Explain the factors to be considered while deciding 'location' of premises 10
- b) Explain Branding of services 05
- Q.3 a) Explain five dimensions of service quality 05
- b) Explain in brief gaps in service quality. 10
- OR
- Q.3 Describe the concept of insurance as a service 15
- Q.4 Write short notes on any three of the following :- 15
- a) Consumer goods marketing
- b) Need for Integrated Marketing Communication
- c) Role of people and physical evidence in bank marketing.
- d) Classification of Services
- e) Agents and Brokers.
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