

Time: 2 ½ Hours

Max. Marks: 75

Instructions: All Questions are compulsory.  
Figures to the right indicates maximum marks

- Q.1. Answer the following (Any 2) 15**
- a. Explain in brief the unique features of services.
  - b. Give a brief classification of services.
  - c. Explain the factors affecting buying behavior with respect to service industry.
- Q.2. Answer the following (Any 2) 15**
- a. Briefly explain the extended P's of services marketing.
  - b. Explain the different elements of Promotional mix with respect to Services marketing.
  - c. Explain the product levels with reference to services marketing.
- Q.3 Answer the following (Any 2) 15**
- a. Explain the different determinants of quality with regards to service business.
  - b. Explain the different measures to close service gaps.
  - c. Explain the importance of technology and innovations with regards to service industry.
- Q.4. Answer the following (Any 2) 15**
- a. Explain the different elements of transnational strategy.
  - b. Write a note on "Ethics in Service marketing".
  - c. Explain the recent emerging trends in Education sector.
- Q.5. Case Study 15**

The banking sector in India has been a number of changes. The banks are the lifelines of the economy and play a catalytic role in activating and sustaining economic growth, especially, in developing countries and India is no exception. Leading contributor for GDP in India is Banking Industry. Most of the banks have begun to take an innovate approach towards banking, with the objective of creating more value for customers in the banks. Banking in India has already undergone a huge transformation in the years since independence. Nowadays we have E-Banking system along with currency notes. India's monetary system can create a new instrument along with liquidity and safety. The Indian banking sector where introduced arrival of the card, introduction of Electronic Clearing Service (ECS) in 1990's, EFT, RTGS, NEFT, mobile banking, online banking are the various innovations in banking

**Answer any TWO of the following**

1. Explain the importance of technology in banking sector.
2. Explain the importance people with respect to banking sector.
3. Explain the importance of innovation in banking sector.

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