[Time: 2 Hours]   **[Marks:60]**

Please check whether you have got the right question paper.
N.B: 1. All questions are compulsory.
          2. Number to the right indicate marks.

Q.1   A   What do you mean by SERVQVAL? Explain importance of the same in service marketing.   **8**
      B) Define Marketing mix for financial services.   **7**
                                         OR
      P) Elaborate the role of market research in service marketing.   **8**
      Q) With appropriate example explain how marketing mix in service is different from marketing   **7**
          mix in goods   .

Q. 2 A) Explain gap model with proper diagram.   **8**
      B) How can you use targeting and positioning in building customers satisfaction.   **7**
                                         OR
      P) What are the service gaps and how can they be addressed.   **8**
      Q) Explain service Market triangle in detail   **7**

Q. 3 A) What do you mean by relationship marketing? Discuss issues involved in the same.   **8**
      B) Discuss the role of data mining in CRM   **7**
                                         OR
      P) Elaborate the Web Site Planning Process for customer relationship program of your   **8**
          organization.
      Q) Write a note on data warehousing.   **7**

Q. 4   Write short notes on **any 3**   **15**
      i)   Significance of service
      ii) Customer retention strategies
      iii) Models of services
      iv) Portfolio management service

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