Paper / Subject Code: 46004 / Elecitve : Marketing:Services Marketing

Bms
16/10/2025

Time 21/2 Hrs. **Marks 75**

N.B. 1) All the questions are compulsory.
2) Figures to the right indicate full marks.

Q 1 A. State whether the following are true or False. **(Any Eight)** **(08)**

1) Tickets to a concert that never get sold are an example of perishability characteristic of service.
2) Learning comes only through education.
3) Services move through channels of distribution and cannot be delivered to the potential customers directly.
4) Lifestyle refers to the way individuals stay in a country.
5) A service blueprint is a flowchart of service process.
6) Reliability means the power of understanding the customers feelings and needs.
7) In order to manage fluctuating demand a clear understanding of demand pattern is needed.
8) Aggressive promotion through telemarketing is one of the unethical issue in service marketing.
9) Drivers of transnational strategy in service marketing are market, technology and cost.
10) Intangible represents the physical evidence of the service provider.

Q.1.B. Answer the following questions by choosing the correct alternative. (Any Seven) (07)

1] In ----------------pricing the services are introduced at a low price to attract more customer at entry point.
a] Skimming b] Differential c] Penetration d] Psychological

2] The characteristic of being produced and consumed simultaneously is known as------
a] Inseparability b] Homogeneity c] Perishability d] Communication

3]---------- is flowcharting of a service operation.
a] Redprint b] Yellow Print c] Blueprint d] Whiteprint

4] ------------------ is applicable to our social economic political and religious activities.
a] Good conduct b] Ethics c] Discipline d] Cultural

5] Service productivity can be defined as the ratio of ----------------------
a) Customer satisfaction to customer expectations b) Service outputs to service inputs
c) Tangibles to intangibles d) Quality of service to cost of service

6] When the firms service quality specifications do not match with the customers expectations then the ------------------gap occurs.
a] Standard b] Service performance c] Communication d] Responsiveness

7] The fact that a business traveler may have one very positive check-in experience at a hotel and then a very negative check-in experience with a different employee on a subsequent visit is evidence of service --------------------
a] intangibility. b] inseparability. c] variability. d] perishability.

8] -----------tourism entails the sustainable preservation of a naturally endowed area or region.

a] Cultural b] Adventure c] Eco d] Global

9] -----------creates a spirit of openness in marketing practices.

a] Values b] Accountability c] Responsibility d] Transparency

10] -----------demand is nothing but the gap between the desirability and availability.

a] Latent b] Seasonal d] Recent d] Forecasting

Q.2.a Explain the concept of the 'Extended Marketing Mix' and critically analyze how the 3 additional 'Ps' impact the service offering. (08)

Q.2.b What are the major challenges faced by service marketers in a developing economy like India? (07)

OR

Q.2.c Differentiate between marketing of services and marketing of goods. (08)

Q.2.d. Explain the positioning strategy adopted by service business. (07)

Q.3.a. Explain the service flower for Banking Service. (08)

Q.3.b. Describe the importance of 'Physical Evidence' in creating a positive customer experience. (07)

OR

Q.3.c. Explain different pricing strategies adopted by service Industry. (08)

Q.3.d. Explain various service delivery options with example. (07)

Q.4.a. Explain the 'Customer Gap' and how it can be bridged by a service organization. (08)

Q.4.b. Explain the concept of Total Quality Management (TQM) in service marketing. (07)

OR

Q.4.c. Explain various dimensions of service quality. (08)

Q.4.d. Explain the term 'Productivity' and state the causes of low productivity. (07)

Q.5 a. Explain the importance of ethics in service marketing.

b. Explain recent trends in the education industry.

OR

Q.5.c Write Short Notes **(Any Three)** (15)

1. SERVQUAL Model.
2. Service Environment
3. Service Tringle
4. Service Recovery Paradox
5. Perishability of Services

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Paper / Subject Code: 46013 / Marketing: Customer Relationship Management

TYBMS Sem VI
marketing

Duration: 2 ½ Hours **Total Marks: 75**

NOTE:

1) **All the questions are compulsory.**
2) **Figures to the right indicate full marks.**

Q.1 (A) Multiple Choice Questions: (Any 8) **(8 Marks)**

1. The practice of tailoring websites or marketing offers to individual user preferences is called:
   A. Mass Marketing
   B. Permission Marketing
   C. Personalization
   D. Transactional Marketing
2. Which CRM type focuses on automating sales, marketing, and service processes?
   A. Analytical CRM
   B. Operational CRM
   C. Collaborative CRM
   D. Strategic CRM
3. "Cross-selling" means:
   A. Selling additional products related to what the customer already bought
   B. Persuading customer to buy a more expensive product instead of the one chosen
   C. Selling in cross-border markets
   D. Selling only via digital channels
4. "Up-selling" means:
   A. Offering a more premium version of a product or upgrade
   B. Giving discounts for bulk purchase
   C. Selling unrelated products together
   D. None of the above
5. Which of these is not an element of CRM strategy?
   A. Segmentation of customers
   B. Customer feedback and complaint handling
   C. Product design unrelated to customer needs
   D. Performance measurement
6. Data mining in CRM is used to:
   A. Only store data
   B. Analyse customer behaviour and find patterns
   C. Delete unwanted data
   D. None of the above
7. "Knowledge management" in CRM refers to:
   A. Managing product stocks
   B. Capturing, storing, and using customer information and experience
   C. Setting up call centres
   D. Only training employees
8. Which bond focuses on customization and customer intimacy?
   A. Financial bond
   B. Social bond
   C. Structural bond
   D. Customization bond
9. A multimedia contact centre allows communication via:
   A. Phone only
   B. Email, chat, phone, social media, SMS, etc.
   C. Postal mail only
   D. Fax only
10. What is the primary purpose of customer segmentation in CRM?
    A. To treat all customers identically
    B. To group customers by similarities so strategies can be tailored
    C. To reduce customer base
    D. To only increase sales to existing customers

Q.1 (B) State whether True or False. (Any 7) **(7 Marks)**

1. CRM strategy ignores customer segmentation and treats all customers the same.
2. Win-back strategies are used to recover lost or inactive customers.
3. In E-CRM, interactions take place only offline.
4. Knowledge management in CRM helps capture, share, and use customer knowledge effectively.
5. Cross-selling means persuading the customer to purchase a higher-priced alternative.
6. Up-selling is about selling additional products related to a customer's purchase.
7. Service quality gap 1 refers to the gap between customer expectations and management perception.
8. Permission marketing is a form of unsolicited spam.
9. A call centre is the same as a contact centre with multi-channel capabilities.
10. Data mining in CRM is used for discovering hidden patterns in customer data.

Q.2 A) Explain the segmentation of customers as per profitability. (8)
Q.2 B) Discuss the different types of CRM with suitable examples. (7)

OR

Q.2 C) Define CRM with its characteristics. (8)
Q.2 D) Elaborate on benefits of CRM to customers and organisations. (7)

Q.3 A) Explain the concepts- up selling and cross selling with suitable examples. (8)
Q.3 B) Distinguish between Transactional Marketing and Relationship Marketing. (7)

OR

Q.3 C) What is CRM Data? Explain the different types of data in CRM. (8)
Q3 d) What are the recent trends in CRM? (7)

Q4 A) Explain the barriers which affects implementation of CRM. (8)
Q4 B) Discuss the elements of Service Level Agreement in CRM. (7)

OR

Q4 C) Write a detailed note on CRM strategy cycle. (8)
Q4 D) Bring out the relevance of 3E in CRM. (7)

Q5 A) Elaborate on features of E-CRM. (8)
Q5 B) What are the ethical issues in CRM? (7)

OR

Q5 C) Write short notes on: (Any 3) **(15)**

1) E-CRM
2) Call scripting
3) Relationship based marketing.
4) M-CRM
5) Ethics in CRM

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Time: 2:30 Hours　　　　　　　　　　　　　　　　Marks :75

NB: 1) All questions are compulsory subject to internal choice.
2) Figures to the right indicate full marks.

Q1 (A) Multiple choice questions (any eight) **(8)**

1) Efficiency maintain strict _____ orientation.
a) Financial　　b) time　　c) subject

2) Selling process started with ____ and negotiation.
a) Search　　b) offer　　c) incentives

3) _______ is link to user characteristics.
a) Prospecting　　b) approach　　c) closing

4) In ____ resolutions to the conflicts are accepted willingly.
a) Negotiation strategy　　b) win win strategy　　c) client entered strategy

5) market potential is measured either by sales ___________ or sales volume.
a) Target　　b) review　　c) value

6) ____________ are mainly used for motivating channel members.
a) Sales training courses　　b) foreign tours　　c) financial rewards

7) Budgets and reports are instruments of ________.
a) channel control　　b) distribution control　　c) channel evaluation

8) Channel of distribution starts with _________.
a) Consumer　　b) producer　　c) distributor

9) KRA's are given in the form of _______.
a) Equations　　b) ratios　　c) signs

10) Consumer friendly trade practices are ethically ______.
a) Sound　　b) defective　　c) unsuitable

Q1b) State true or false (Any seven) **(7)**

1) Diversity in sales force is an ad-hoc arrangement.
2) Sales management only manages sales people.
3) Distribution management is same as product management.
4) Multiple regression use 2 or more independent variables.
5) Pricing acts as a demand regulator.
6) Channel conflicts are useful to manufacturers.
7) Distribution channels are needed for large scale distribution of goods in regular and economic manner.
8) E- marketing facilitates faster reach to consumers.

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9) Sales people do not face ethical dilemma.
10) Sales management audit controls sales management process.

Q2 a) What are the different qualities of a sales manager? (8)
Q2b) What are the different structures of sales organisation? (7)

Or

Q2c) Discuss the role of intermediaries in facilitating smooth distribution. (8)
Q2d) How would you emphasize the sales management is multi-disciplinary? (7)

Q3a) What is sales forecasting? Discuss qualitative techniques of sales forecasting? (8)
Q3b) What are the different factors of market analysis? (7)

Or

Q3c) What are the different methods of handling customer objections? (8)
Q3d) Differentiate between National selling and international selling. (7)

Q4a) Who is a wholesaler? What are the functions of wholesaler? (8)
Q4b) Discuss different choice of selecting distribution system. (7)

Or

Q4c) Elaborate the Kenneth Thomas styles of conflict resolution. (8)

Q4d) What is a distribution channel? What is the need for management of distribution channel? (7)

Q5a) What are the new trends in sales and distribution management? (8)
Q5b) What is channel control? What are the different instruments of channel control? (7)

Or

Q5) Write short notes on (Any 3) (15)
1) Sales management audit
2) Ethics in sales
3) Sales quota
4) Reasons for unsuccessful closing of sales.
5) Selling skills

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17/10/25

Paper / Subject Code: 46007 / Marketing: E-Commerce & Digital Marketing

BMS
17/10/2025

Time:2 Hrs. 30 Min. **Max. Marks: 75**

Instructions:

1. **All the questions are compulsory.**
2. **All the questions have internal choice.**
3. **Figures to the right indicate maximum marks.**

Q.1 A. Fill in the blanks (ANY EIGHT) **[8 marks]**

i. E-commerce in education sector is called as ______.
a) E-teaching b) E-learning
c) E-coaching d) Online classes

ii. Write reviews on Google play Store is ______ E-commerce.
a) C2B b) B2B
c) C2C d) B2G

iii. Brick and mortar business model is a name for ______ business model.
a) Neo classical b) Modern
c) Traditional d) sophisticated

iv. E-delivery includes _______ delivery of good and rendering of services.
a) Electronic b) Physical
c) Shipment d) manual

v. _____is the exchange of data or business documents between two or more business.
a) CRM b) EDI
c) ERP d) SCM

vi. EFT means the electronic fund _______.
a) Transmission b) Travel
c) transport d) Transfer

vii. _____________ is a disadvantage of payment gateway.
a) Fixed fee per month b) less fraud
c) refund d) Security

viii. ____________ is the transformation of data in some unreadable form.
a) Encryption b) Decryption
c) Both d) None

ix. ___________ is a free service that allows internet users to pull audio files from a website to listen on their computers or mobiles.
a. Vodcasts b. Podcasts
c. Blog d. Press release

x. ________ is the use of social media channels to spread any message for creating brand awareness.
a) Viral marketing b) Blog
c) Content marketing d) Influencer marketing

B. State whether the following statement is True or False (ANY SEVEN) **7 Marks**

i. Amazon.com is an example of B2C business Model.
ii. The full form of ATM in Banking sector is Any Time Money
iii. ERP Systems have helped in the reduction of cycle time.
iv. There is no grace period in case of debit card.
v. A web Page link connects from one page to other.
vi. Hacking means an unauthorized access.
vii. Podcasts lack interactivity.
viii. Reddit is a social news website
ix. Spam is unsolicited email.

Q.2 a. Bring out the difference between Traditional Business and E-commerce. [8marks]
b. Explain B2B and C2C E-commerce with its advantages and Disadvantages. [7marks]

OR

c. Explain M-commerce and its benefits? [8marks]
d. Discuss the recent trends in Ecommerce in Tourism and Education Sector? [7marks]

Q.3 a. Explain the benefits of EDI? [8marks]
b. Explain CRM and SCM? [7marks]

OR

c. Explain the Bricks and Click Model and the Pure Online Model? [8marks]
d. What are the steps in launching an E-Business? [7marks]

Q.4 a. What is Credit Card? What are its challenges? [8marks]
b. Explain different types of Electronic Payment System. [7marks]

OR

c. Write a detailed note on IT Act 2000? [8marks]
d. What is SEO? Discuss its advantages and Disadvantages. [7marks]

Q.5 a. What is digital marketing? Explain the advantages and disadvantages of digital marketing? [8marks]
b. What is Content Marketing? Explain the limitation of Content Marketing [7marks]

OR

Q.5 **Write note on the following (ANY THREE)** [15 marks]
i. B2B E-commerce
ii. Smart card.
iii. E-auction
iv. Myths of E-commerce.
v. E-mail Marketing.

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Time: 2.30 Hours **Marks: 75**

Note: 1) All questions are compulsory with internal choice
2) Figures to the right indicate full marks

Q 1 A. Choose the correct answers from the given alternatives: (Any Eight) 8

1. -----------principles are to be followed by the business in order to survive in the long run.
   (profit motive, ethical, CSR, economic motive)
2. The first rule of crisis communication is to -------------.
   (communicate, ignore, take control of the situation, avoid media)
3. Spoken defamation is called-------------.
   (slander, insult, libel, grapevine)
4. Reputation assessments are -------------.
   (subjective, not possible, fixed, objective)
5. The word ---------------- is short for "weblog".
   (blog, skype, twitter, logbook)
6. An E-Zine is an online -------------
   (magazine, book, journal, website)
7. A firm's communication always be ----------.
   (two-way, one-way, formal, group)
8. A collection of information that is organized so that it can easily be accessed, managed and updated.
   (database, website, library, google)
9. ------------ helps to improve the quality of service.
   (feedback, people, product, public relation)
10. PR activity may fail due to ---------------.
    (cultural-differences, media differences, service difference)

B. Match the following: (Any Seven) 7

A	B
1. Inner image	a. Maximize positive coverage
2. CSR	b. Strike
3. Corporate identity	c. Employee behavior
4. Situational theory	d. Publicly available
5. Books	e. New friends
6. Media relation	f. Tangible manifestation of the personality of the company
7. Crisis communication	g. Work of literature
8. External blog	h. 15th June 2005
9. Social networking	i. Corporate reputation
10. RTI Act	j. Problem recognition

Q2. a) How do you justify the need and relevance of corporate communication in contemporary times? 8

b) Explain the meaning of corporate reputation. Bring out the advantages of corporate reputation. 7

OR

c) Enumerate the role of ethics in corporate communication. 8

d) Explain the provisions of the RTI Act. 7

Q3 a) Enumerate the meaning and essentials of public relations. 8

b) Explain the political and legal issues in public relation environment. 7

OR

c) Explain the different aspects of systems theory of public relations with diagram. 8

d) Explain the economic issues in public relations. 7

Q4. a) Explain the different sources of media information. 8

b) Enumerate the different steps to be followed in building effective media relations. 7

OR

c) Describe the benefits of good of employee communication. 8

d) Describe the different guidelines for handling crisis. 7

Q5. a) Describe the functions of communication technology in corporate communication. 8

b) Explain the different types of corporate blogs. 7

OR

c) Write short notes (**any three**) 15

1. Defamation.
2. Copywrite Act
3. Objectives of public relations
4. Advantages of financial advertising
5. Press release

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14/10/2025

TOTAL MARKS: 75 **DURATION: 2 ½ Hours**

NOTE:

1) All Questions are compulsory with internal choice options and carry 15 marks each.
2) Figures to the right indicate full marks
3) Use of simple Calculator is allowed
4) Working note should form part of your answer for practical questions.

Q.1) A) Choose the correct option (Any 8): **(08)**

1) _______ Logistics is the decision to buy logistics services from external sources rather than operate in house.
(a) Reverse, (b) Green, (c) Outsourcing, (d) Standard

2) ______ warehouse is a combination of both private and public warehouse.
(a) Agricultural, (b) Cold chain, (c) Custom, (d) Contractual

3) ______ is not an objective of inventory management.
(a) Minimising waste, (b) Optimum utilisation of space,
(c) Blockage of investment, (d) Avoid over ordering

4) The primary goal of the _________ logistics cycle is to move products or materials backward through the distribution network.
(a) Green, (b) Reverse, (c) Inbound, (d) Outbound

5) Lack of communication between members of supply chain leads to ______ effect.
(a) Miscommunication, (b) Bull- Whip, (c) Classical, (d) Bad

6) In _______ method of demand forecasting an attempt is made to develop forecast through group consensus.
(a) Delphi (b) Naive (c) Consumer Survey (d) Regression

7) A unit train is also known ________ train.
(a) Resident, (b) Flat car, (c) Block, (d) Freight

8) Elimination of waste is an important characteristic of ______ supply chain.
(a) Lean (b) Hybrid (c) Agile (d) Global

9) ______ is not an I.T. related tool used in Logistics.
(a) EDI, (b) RFID, (c) ERP, (d) S-OS

10) The main objective of ______ is to reduce the number of times the product is handled.
(a) Packaging, (b) Transportation, (c) Material Handling, (d) Warehousing

Q.1) b) True or False (Any 7): **(07)**

1) Deep water ports are ports which has the capability to accommodate a fully loaded ship.

2) Consumer packaging aims at attractive appeal and information sharing.

3) TOFC is a type of Fishy back.

4) Transportation creates time utility.

5) COFC stands for Container on Flat car.

6) Ensuring perfect order is one of the objective of Packaging function.

7) Double stack container is form of intermodal freight transport.

8) Outbound logistics deals with procurement of spare parts and raw materials.

9) Maritime logistics involves shipment of goods (cargo) and people by sea and other waterways.

10) Regression analysis is a qualitative method of demand forecasting.

Q2) a) Explain the concept of Logistics with the help of any 6 functions of Logistics. **(08)**

b) What do you mean by Warehousing? Explain Warehousing Strategies **(07)**

"OR"

c) From the following data calculate a 4 period weighted moving average with weights as 4, 3, 2 and 1. The largest weight is assigned to most recent period and current demand value. Also forecast the demand for 9th month. **(10)**

Period (Month)	1	2	3	4	5	6	7	8	9
Demand in Units	100	120	130	135	145	150	160	175	?

d) Explain the concept of packaging with the help of its any four functions. **(05)**

Q.3) a) Explain the concept of Supply Chain Management with the help of steps involved in the process of supply chain. **(08)**

b) What is Inter Modal Transportation? Explain various Inter Modal Combinations. **(07)**

"OR"

Q.3) c) What do you mean by customer service? Explain 7R's for achieving perfect order. **(08)**

d) What are different Global Logistics trends? Justify with examples. **(07)**

Q.4) a) Distinguish Between 3PL and 4PL (08)

b) Explain in detail role of Pipeline and Ropeways mode of transportation in building a sustainable economy. (07)

"OR"

Q.4) c) Explain the concept of EOQ with the help of a diagram and solve the sum on EOQ. The annual demand of an item is 4200 units. The unit cost is Rs. 8. The inventory carrying rate is 30%. The cost of procurement is Rs. 200. Calculate EOQ. (10)

d) Explain the concepts: (i) Logistics parks, (ii) Dedicated Freight Corridor (05)

Q.5) a) Case Study: Supply Chain and Logistics Challenges in a Quick Commerce Company- **(15)**

FlashCart is a fast-growing Quick Commerce (Q-commerce) startup that delivers groceries and essentials within 15–20 minutes across urban areas. It operates through a network of dark stores and a fleet of delivery riders. While the model attracted rapid user growth, the company soon faced major supply chain and logistics issues that began impacting service quality and profitability.

A key challenge was **inventory mismanagement** at dark stores. Poor demand forecasting and lack of real-time stock visibility led to frequent stockouts of high-demand items and overstocking of slow-moving ones. This resulted in lost sales and declining customer satisfaction.

Last-mile delivery posed another problem. Delivery riders often faced delays due to traffic, inaccurate addresses, and lack of optimized routing. FlashCart's early systems did not support dynamic rider assignment or efficient route planning, leading to missed delivery targets and customer complaints.

Replenishment delays from central warehouses to dark stores further disrupted operations. Without scheduled restocking or proper vehicle planning, stores ran out of key products, increasing downtime and logistical costs.

The company also struggled during **demand surges**, especially during peak hours and bad weather. Limited rider availability, system overloads, and poor workforce planning led to late deliveries and high rider attrition. FlashCart's cost structure worsened due to high rider incentives, low batching efficiency, and low average order values—making the business model financially unsustainable.

To tackle these issues, FlashCart adopted AI-based demand forecasting, real-time inventory tracking, and route optimization software. It also introduced structured replenishment schedules, surge prediction tools, and incentive-based staffing during peak hours. To improve profitability, the company increased minimum order values, batched deliveries more effectively, and removed unprofitable SKUs.

Within six months, these changes yielded significant results: stock-out rates dropped by 35%, on-time deliveries improved from 78% to 91%, and cost-per-delivery fell by 20%. Customer satisfaction (NPS) also rose significantly.

Ultra-fast delivery requires seamless coordination across inventory, logistics, and workforce planning. While the 15-minute model is attractive to consumers, sustainable growth depends on continuous optimization, efficient systems, and cost control.

Answer the below mentioned questions based on the above case:

1) What are the key operational components of Flashcart Q-Commerce firm? How does it aim to fulfil its 15–20-minute delivery promise? **(05)**
2) What are the main supply chain and logistics problems faced by FlashCart? **(05)**
3) Highlight specific solutions related to problems of dark stores, inventory management, delivery, and cost efficiency. **(05)**

"OR"

Q.5) c) Write short notes on (Any 3): **(15)**

1) RORO
2) Reverse Logistics
3) RFID and EDI
4) Activity Based Costing
5) Objectives of performance measurement in supply chain.