

MASTER OF VOCATION
Banking and Finance
Subject: Customer & Sales Management
Subject Code: GPGE105
Semester: Second
January 2021
Theory (External): 70 Marks
Time: 03 Hours

Instructions to the Students

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

Roll Number

--	--	--	--	--	--	--	--	--	--	--	--

SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)

(10x2=20 Marks)

- A. Does customer satisfaction play an important role in success of any service brand.
- B. What are electronic channels? How significant are they in delivery system?
- C. Identify the role of employees in success of any training system used for building strong service culture.
- D. Discuss key features of Employee Motivation System.
- E. Throw light on various dimensions of SERVQUAL
- F. State various types of customer complaints.
- G. Mention latest Ps of Service Marketing.
- H. What is the significance of Intermediaries in delivery of services to consumers?
- I. Why for every modern-day marketer customer relationship management is important concept to be understood?
- J. What is the relevance of Social Innovation for modern day marketing?

SECTION –B (ESSAY TYPE QUESTIONS)
(5x10=50 Marks)

1. Elaborate Service Encounters. Discuss its key elements and major types. Also discuss its utility in service marketing.
2. Discuss key elements of service delivery system. State certain strategies for promoting strong service culture in modern day organisations.
3. Explain the different stages of Service Process using example from Indian Service Industry.
4. Critically evaluate the role of Employee Motivation System and Management Support System.
5. What is Ombudsman? For what purpose such position has been created in Banking Industry. Discuss its key roles and responsibilities.
6. Explain the key elements of customer relationship management framework. State certain strategies which a modern-day service marketing firms are using to build sound relationship with customers.
7. Figure out the scope of social media marketing practices. Throw light on the importance of social media marketing for sales and for customers relationship.
8. What is a Service and Service Offering? Why there is need to evaluate the success of a service offering. Identify the various parameters used to evaluate the success of service offering.

*****END OF PAPER*****