

**K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH**  
**PGDM (M) – 2017 – 19 BATCH – IV TRIM**  
**Marketing of Financial Services**

**Total Marks: 25**

**Date : 20/09/2018**

**Time : 2 Hours**

**Instructions**

Part A consists of objective questions. Write the correct option in the answer sheet.

Part B is theory questions. In total 5 questions to be answered as per choice available. You can choose any one of Q1, any one of Q2 and so on.

**Part A ( Multiple Choice Objective Questions)**

**( 10 Marks )**

1. Which of the following criteria is not considered by a customer while evaluating his service experience?
  - a) Speed
  - b) Certainty
  - c) Ease
  - d) Standardisation
  
2. Which of the following features separates services from products?
  - a) Perishability
  - b) Intangibility
  - c) Reliability
  - d) Inseparability
  - I. Only b
  - II. A,b and c
  - III. A,b and d
  - IV. B,c,d
  
3. Identify the group of customers who are least likely to take action when there is a service failure?

- a) Irates
  - b) Activists
  - c) Passives
  - d) Voicers
4. \_\_\_\_\_ is to a service what packaging is to a product. Used efficiently, it works like a silent salesman.
- a) Price
  - b) People
  - c) Physical evidence
  - d) Process
5. Minimum level of service that a customer is willing to accept from a service provider is known as :
- a) Desired service
  - b) Predicted service
  - c) Adequate service
  - d) None of the above
6. Which of the following statements is true
- a) Undifferentiated marketing involves targeting the entire market with a single product offering
  - b) Undifferentiated marketing the entire market is segmented into many segments
  - c) Undifferentiated marketing seeks to create niche to ensure profitability
  - d) Financial services use Undifferentiated market strategies extensively
7. Indusind uses innovative solutions to close service gaps such as
- a) IRIS verification
  - b) Speed Banking
  - c) Finger print banking
  - d) Face recognition
8. ICICI banks Bandra branch has 100 lockers. Last year only 50% of lockers were taken by customers on lease basis. The branch lost revenue to the extent of lockers not sold in that year. What aspect of service are we referring to?
- a) Perishable nature of services
  - b) Intangible nature of services
  - c) Inseparable nature of services
  - d) Incompatible nature of services

9. Warning by Mutual Funds at end of every television ad reads " Mutual Funds are subject to market risk. Read the offer document carefully before investing". Such a communication can be classified under which strategy to match service delivery with promises?
- a) Manage service promises
  - b) Manage customer expectations
  - c) Improve customer education
  - d) Manage internal marketing communications
10. Which of the following is not an essential reason for gaps in the service quality?
- a) Failure to design the right service
  - b) Failure to design service standards to customers
  - c) Failure to design the right separation policy for employees
  - d) Failure to take customer feedback and review the service continuously

### **PART B (15 marks). Write Briefly**

Q 1. Explain the characteristics of financial products. **OR**

Q.1. How should service marketers address the question of inseparability in financial services?

Q.2 Fiduciary responsibility refers to the implicit responsibility which financial services have in relation to management of funds and the financial advice they supply to customers. How should marketing address this responsibility while planning their strategy and efforts? **OR**

Q.2 Explain different levels of a product and factors affecting product strategies in financial markets.

Q.3 Explain the 3 additional Ps which are unique to services marketing with examples of how financial services industries are making use of the same (Banks, MFs or Insurance) **OR**

Q. 3 in the concept of customer service explain what is the customer gap and the 4 service provider gaps.

Q. 4. How do customers respond to service failures? What are the different types of complainers? **OR**

Q.4. Explain Anthony Becketts framework for analyzing financial services buyer behavior

Q.5. what is the difference between desired service and adequate service? Why should service marketers understand both types of service? **OR**

Q5. Process is one of the key elements of the financial services marketing mix. Give any 2 examples of how technology is drastically changing the ways in which a service is being provided. How financial services companies are using technology to improve faster and more efficient service.

THE END