

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 7633

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Unique Paper Code : 6132352302

Name of the Paper : Services Marketing

Name of the Course : **B.A. (Vocational Studies)**
Insurance Management

Semester : III (NEP)

Duration : 3 Hours Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **five** questions.
3. **All** questions carry equal marks.

1. Explain the nature and scope of marketing.. Why is marketing considered a crucial function in modern insurance business?
2. What is holistic marketing? Explain its components and importance in the insurance business landscape.

P.T.O.

3. Describe the macro environment in marketing using the PESTEL (Demographic, Economic, Political, Legal, Socio-cultural, Technological) framework. Provide examples from both the global and Indian context.
4. What is market segmentation? Explain the levels of market segmentation and the basis for segmenting consumer markets of insurance sector.
5. Discuss the 7Ps of services marketing mix in detail. Provide examples of each P in the context of an insurance company.
6. Explain the importance of promotion in marketing. Compare traditional and modern tools of promotion in context of insurance sector.
7. Explain the application of the three-stage model of service consumption in insurance marketing. How does the SERVQUAL model help assess service quality in insurance companies?
8. Attempt any **two** of the following :
 - (i) Green Marketing
 - (ii) BCG Matrix
 - (iii) Types of Distribution Channel