

Time: 2 ½ Hours

Max. Marks: 75

Instructions: All Questions are compulsory.  
Figures to the right indicates maximum marks

**Q.1. (a) STATE WHETHER THE STATEMENTS ARE TRUE OR FALSE (Attempt any 8) (08)**

1. Services cannot be owned, touched and stored.
2. Service is performed and not manufactured.
3. Service Triangle was developed by Philip Kotler.
4. A stable political environment is essential for the growth of business.
5. The service firms in India are not affected by social cultural factors.
6. The family is the major influencer on consumer behavior.
7. Zone of tolerance is the gap between desired services and adequate services.
8. The marketing mix concept was popularized by Prof. Jerome McCarthy.
9. Price plays no role in the marketing mix of services.
10. Global companies pursue integrated strategies.

**Q.1. (b) Select the correct answer from the given option given below: (Attempt any 7) (07)**

1. \_\_\_\_\_ are co-producers of service.  
a) customers b) government c) managers
2. The world economy is increasingly characterized as economy of \_\_\_\_\_.  
a) services b) producers c) manufacturers
3. The demand for travel, communication and information services has increased due to:  
a) liberalization b) globalization c) modernization
4. \_\_\_\_\_ is the most important aspect for every customer.  
a) popularity b) reliability c) brand image
5. The person who has a specific need and proposes to buy a particular service is called.  
a) gatekeeper b) influencer c) initiator
6. The extent to which customers are willing to accept variation in service is called as:  
a) Zone of tolerance b) desired service c) adequate service
7. Which of the following is difficult to evaluate  
a) Teaching b) Food c) furniture
8. The nature of demand for services is always  
a) Constant b) Predictable c) fluctuating
9. Equipment based services are:  
a) High contact services b) Low contact services c) No contact services

- Q.2** a. Elaborate the reasons for the growth of service industry in India. **08**  
 b. Distinguish between goods marketing and services marketing. **07**

**OR**

- Q.2** c. Explain service marketing triangle with the help of diagram. **08**  
 d. Explain customers contact in services with an appropriate examples. **07**

- Q.3** a. Explain the factors influencing buyer's behavior. **08**  
 b. Discuss the strategies adopted in positioning of services. **07**

**OR**

- c. Explain the pricing strategies adopted by service sector. **08**  
 d. Explain in brief the extended P's of services marketing. **07**

- Q.4** a. Explain the measures to close service gaps. **08**  
 b. Explain the different determinants of quality in service sector. **07**

**OR**

- c. What is Benchmarking? Explain the different levels of Benchmarking. **08**  
 d. What is service blue printing? State the advantages of it. **07**

- Q.5** a. Identify the different elements of transnational strategy. **08**  
 b. Discuss the current trends in health care sector. **07**

**OR**

- c. Short notes any **Three** of the following **15**  
 1. Classification of services  
 2. Characteristics of services  
 3. Goods and Service continuum  
 4. Moment of Truth  
 5. Service Gaps

\*\*\*\*\*