

Enrollment No.....



Faculty of Management Studies  
End Sem Examination May-2024

MS3EM09 Service Marketing

Programme: BBA

Branch/Specialisation: Management

**Duration: 3 Hrs.****Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. What is a significant characteristic of services in the context of service marketing? **1**  
 (a) Tangibility (b) Perishability  
 (c) Standardization (d) Homogeneity
- ii. What is the role of the WTO in the international scenario of service marketing? **1**  
 (a) Regulating product quality  
 (b) Facilitating trade negotiations  
 (c) Setting pricing standards  
 (d) Regulating promotional activities
- iii. What aspect of customer behavior involves assessing potential gains versus potential losses before making a purchase decision? **1**  
 (a) Consumer decision process  
 (b) Determinants of customer expectations  
 (c) Risk perception  
 (d) Types of customer expectations
- iv. Which of the following is/are determinant of customer expectations in service marketing? **1**  
 (a) Previous experiences (b) Cultural background  
 (c) Marketing promotions (d) All of these
- v. What is the additional dimension in services marketing that emphasizes the importance of frontline employees and their role in delivering service quality? **1**  
 (a) Process (b) Physical evidence  
 (c) People (d) Promotion

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- vi. Which of the following is NOT a component of the service marketing mix? **1**  
 (a) Product (b) Place (c) Pricing (d) Production
- vii. Which model is commonly used to measure service quality and identify gaps between customer expectations and perceptions? **1**  
 (a) Quality Function Deployment (QFD)  
 (b) Total Quality Management (TQM)  
 (c) Gaps model  
 (d) Six Sigma
- viii. What is the primary focus of performance quality in service delivery? **1**  
 (a) Meeting customer expectations  
 (b) Consistency and reliability of service delivery  
 (c) Conformance to predefined standards  
 (d) Tangible aspects of service provision
- ix. Which emerging trend is commonly observed in the marketing mix of financial services, emphasizing the use of AI-powered chatbots for customer service and personalized financial advice? **1**  
 (a) Integration of virtual reality experiences  
 (b) Adoption of blockchain technology  
 (c) Implementation of sustainable practices  
 (d) Utilization of AI-driven customer interactions
- x. Which aspect of telecommunication services is experiencing significant growth due to the increasing demand for high-speed internet connectivity and streaming services? **1**  
 (a) Voice call services  
 (b) Text messaging services  
 (c) Broadband internet services  
 (d) Landline services
- Q.2 i. Define service marketing and explain its significance in modern business practices. **3**  
 ii. Identify and discuss factors that have contributed to the emergence of a service-based economy. **7**  
 OR iii. Describe the role of the service sector in driving economic growth and development. **7**

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- Q.3 i. Briefly explain the significance of understanding customers as decision-makers in the context of service marketing. **3**  
 ii. Discuss why customer purchases in service industries often involve risk and how businesses can address this challenge. **7**  
 OR iii. Explain the steps involved in the consumer decision process in the context of service consumption. **7**
- Q.4 i. What factors should be considered when making product decisions in service marketing? **3**  
 ii. Define a service product and briefly explain its characteristics compared to tangible products. **7**  
 OR iii. Describe the elements of the promotion mix in service marketing and explain how they are coordinated to achieve promotional objectives. **7**
- Q.5 i. Mention the five gaps from Gaps Model of service quality. **3**  
 ii. Briefly explain the different perspectives of quality. **7**  
 OR iii. Define technical quality and functional quality in the context of service delivery, and explain how they contribute to overall service quality from the customer's perspective. **7**
- Q.6 Attempt any two:  
 i. Explain how educational institutions and organizations are leveraging technology to offer flexible learning opportunities, enhance student engagement, and reach a wider audience. **5**  
 ii. Write short note on 'Digital Transformation in Telecommunication Services.' **5**  
 iii. Briefly outline the emerging trend of personalized travel recommendations and experiences in the hospitality sector. **5**

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## Marking Scheme

### Service Marketing (T) - MS3EM09 (T)

Q.1	i)	B) Perishability	1
	ii)	B) Facilitating trade negotiations	1
	iii)	C) Risk perception	1
	iv)	D) All of the above	1
	v)	C) People	1
	vi)	D) Production	1
	vii)	C) Gaps model	1
	viii)	A) Meeting customer expectations	1
	ix)	D) Utilization of AI-driven customer interactions	1
	x)	C) Broadband internet services	1

Q.2	i.	Definition- significance-	1.5 Marks	3
	ii.	As per explanation	1.5 Marks	7
OR	iii.	As per explanation		7

Q.3	i.	As per explanation		3
	ii.	As per explanation		7
OR	iii.	Steps with explanation-	7 Marks	7

Q.4	i.	3 factors- 1x3	1 Marks Each	3
	ii.	Definition- Comparison-	2 Marks 5 Marks	7
OR	iii.	7p –	2 Marks	7

		explanation-	5 Marks	
Q.5	i.	Names of gaps	3 Marks	3
	ii.	Any two perspectives of quality- 2x3.5	3.5 Marks Each	7
OR	iii.	Meaning- customer relationship with service quality-	2 Marks 5 Marks	7
Q.6		Attempt any two		
	i.	As per explanation		5
	ii.	As per explanation		5
	iii.	As per explanation		5

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