MEDICAPS UNIVERSITY

Faculty of Management Studies
End Semester Examination May 2025
MS3EM09 Service Marketing

Programme	:	BBA	Branch/Specialisation	:	-
Duration	:	3 hours	Maximum Marks	:	60

Note: *All questions are compulsory. Internal choices, if any, are indicated. Assume suitable data if necessary. Notations and symbols have their usual meaning.*

	Section 1 (Answer all question(s))	Marks	CO	BL

Q1. Which of the following statement is incorrect? — **1 2 1**
- ○ Services are intangible
- ○ Services are perishable
- ○ Services can be co-produced with customers
- ● Services are invariable

Q2. Variability is one of the characteristics of service, it is also known as- — **1 1 1**
- ○ Inseparability
- ● Heterogeneity
- ○ Intangibility
- ○ Perishability

Q3. Which of the following is a basic expectation that customers have? — **1 1 1**
- ● Personalized and attentive service
- ○ Slow and inefficient service
- ○ Unclear pricing policies
- ○ Inaccessible customer support

Q4. Which of the following is a type of customer expectation? — **1 3 1**
- ○ Descriptive Expectations
- ● Implicit Expectations
- ○ Random Expectations
- ○ Silent Expectations

Q5. Setting high prices for a service, can be which type of strategy? — **1 1 1**
- ○ Slow skimming
- ○ Rapid skimming
- ● Both (A) and (B)
- ○ Rapid penetration

Q6. In hospitality industry, digitalized menus would come under which level of service? — **1 2 1**
- ○ Expected
- ● Augmented
- ○ Potential
- ○ Basic

Q7. Which of the following is a key dimension of service quality according to the SERVQUAL model? — **1 3 1**
- ● Responsiveness
- ○ Uniformity
- ○ Flexibility
- ○ Creativity

Q8. Which of the following best describes conformance quality? — **1 2 1**
- ● The degree to which a product or service meets its specifications or standards
- ○ The level of customer satisfaction with the service provided
- ○ The unique features or innovations of a product or service
- ○ The aesthetics or visual appeal of a product or service

Q9. What is a major trend in service marketing related to customer loyalty programs? — **1 3 1**
- ○ Loyalty programs are becoming less personalized
- ○ Loyalty programs are being replaced by one-time discounts
- ● Loyalty programs are integrating gamification and rewards systems
- ○ Loyalty programs no longer focus on digital engagement

Q10. _____ can handle routine marketing tasks without the need for human action.   1   1   1
- ○ Augmented reality
- ○ Virtual reality
- ⦿ Marketing automation
- ○ Hyper-personalization

Section 2 (Answer all question(s))

Marks CO BL

Q11. Define 'services' and briefly explain any two types of service classification. (1+2)   3   3   1

Q12. (a) What are different challenges and opportunities for service marketing in Indian market?   7   2   1

Rubric	Marks
challenges- 3.5, opportunities- 3.5	7

(OR)

(b) Discuss the role of service sector emergence in the development of services marketing as a discipline.

Rubric	Marks
As per explanation (Service sector group and influence+ =3.5 Marks key concept and relevance 3.5 Marks	7

Section 3 (Answer all question(s))

Marks CO BL

Q13. Discuss how customer plays an important role as a decision maker in services context?   3   3   1

Q14. (a) What do you understand by customer expectations? Explain various types of expectations.   7   4   1

Rubric	Marks
customer expectations 2 Marks types of expectations. 5 Marks	7

(OR)

(b) Explain consumer decision making process steps with examples.

Section 4 (Answer all question(s))

Marks CO BL

Q15. Explain in brief the different product levels.   3   6   1

Rubric	Marks
3 marks for 5 levels of product.	3

Q16. (a) What is Promotion in service marketing? Explain objectives of promotion in brief.   7   5   1

Rubric	Marks
Promotion 2 Marks objectives of promotion in brief. 5 Marks	7

(OR)

(b) Explain additional dimensions in marketing mix which are identified later with example.

Section 5 (Answer all question(s))

Marks CO BL

Q17. Define conformance quality and performance quality.   3   3   1

Rubric	Marks
1.5 marks for each.	3

Q18. (a) Explain SERVQUAL model in detail.   7   6   1

(OR)

(b) Elaborate GAPS model of service quality in detail.

Section 6 (Answer all question(s))   **Marks CO BL**

Q19. How emerging trend in service marketing helps in growth of economy?   3   6   4

Q20. (a) What are the emerging trends of hospitality sector in India? Explain with the help of example.   7   4   1

(OR)

(b) Discuss the emerging trends in service designing and delivery in education Industry.

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