Enrollment No.....................................

Faculty of Management Studies
End Sem Examination Dec-2023
MS5EM09 Service Marketing

Programme: MBA   Branch/Specialisation: Management / Marketing

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.   Which of the following statement is incorrect?   **1**
         (a) Services are intangible
         (b) Services are perishable
         (c) Services can be co-produced with customers
         (d) Services are invariable

   ii.   Variability is one of the characteristics of service, it is also called as: **1**
         (a) Inseparability   (b) Heterogeneity
         (c) Intangibility   (d) Perishability

  iii.   In restaurant industry, augmented reality menus would come under which level of service?   **1**
         (a) Expected   (b) Augmented
         (c) Potential   (d) Basic

   iv.   Setting high prices for a service, can be which type of strategy?   **1**
         (a) Rapid skimming   (b) Slow skimming
         (c) Both (a) and (b)   (d) Rapid penetration

   v.   'Enabling the promise' happens under which type of marketing as per service marketing triangle?   **1**
         (a) External marketing
         (b) Internal marketing
         (c) Inferno marketing
         (d) Ambush marketing

vi.   In service context, 'lost business' can be result of: **1**
       (a) Excess demand
       (b) Excess capacity
       (c) Demand exceeding optimum capacity
       (d) All of these

vii.   Improving productivity is important to marketers for which of the   **1**
       following:
       (a) It helps to keep costs down
       (b) Firms with lower costs also generate higher margins
       (c) Efforts to improve productivity often affect customers
           positively
       (d) All of these

viii. GAPS model was introduced by: **1**
       (a) A. Parasuraman and Valarie Zeithaml
       (b) Leonard L. Berry and A. Parasuraman
       (c) A. Parasuraman and Valarie Zeithaml and Leonard L. Berry
       (d) None of these

ix.   _____ can handle routine marketing tasks without the need for   **1**
       human action.
       (a) Augmented reality   (b) Virtual reality
       (c) Marketing automation   (d) Hyper-personalisation

x.   _____ is designing of products/services such that it should meet   **1**
       the needs of users in many countries and it should be easily
       adapted to do so.
       (a) Internationalisation   (b) Hyper personalisation
       (c) Automation   (d) Digitisation

Q.2   i.   Define 'services' and briefly explain any two types of service   **3**
            classification.
      ii.   What are the five characteristics of services? Discuss what   **7**
            implications do five characteristics of services have for marketing
            managers.
OR   iii. Explain tangibility continuum and categorise any three business   **7**
            offerings into tangible and non-tangible components using this
            concept.

Q.3   i.   Explain the concept of service product with two examples.   **3**
      ii.   Explain what is meant by 'people mix' and elaborate with   **7**
            examples who all are involved in a company's people mix.
OR   iii. Explain the concept of perceived value. How it is used in   **7**
            determining prices of services?

Q.4   i.   Briefly elaborate on the queue configurations used to manage   **3**
            demand in service sector.
      ii.   Explain services marketing triangle in detail along with its   **7**
            application in service marketing.
OR   iii. Analyse the role of self-service technologies (SSTs) in today's   **7**
            marketing environment

Q.5   i.   Define 'Service Quality' and state its importance for businesses   **3**
      ii.   How service quality is measured using SERVQUAL model?   **7**
OR   iii. Explain the Gronroos perceived service quality model.   **7**

Q.6   Write short note on any two:
      i.   Service recovery   **5**
      ii.   Marketing of NGOs   **5**
      iii. Latest trends in service marketing   **5**

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Scheme of Marking

Faculty of Management Studies
End Sem Examination May-2023
MS5EM09 Service Marketing

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Note: The Paper Setter should provide the answer wise splitting of the marks in the scheme below.

Q.1	i)	d	1
	ii)	b	1
	iii)	c	1
	iv)	c	1
	v)	b	1
	vi)	a	1
	vii)	d	1
	viii)	c	1
	ix)	c	1
	x)	a	1

Q.2	i.	Service definition- 1 marks 2 Classification methods- 2 marks	3
	ii.	Brief explanation of services charateritics-2 marks Marketing implications of 5 characteristics- 5 marks	7
	iii.	Tangibility continuum meaning- 2 marks Diagram with 5 examples- 5 marks	7
OR	iv.		

Q.3	i.	Service product definition- 2 marks 2 examples- 1 mark	3
	ii.	People mix definition – 2 marks Explanation of all involved stakeholders- 5 marks	7
OR	iii.	Definition of perceived value- 2 marks How it is used in pricing- 5 marks	7

Q.4	i.	2 queuing configurations- (2x1.5) 3 marks	3
	ii.	Service marketing triangle explanation – 4 marks Application in service marketing- 3 marks	7
OR	iii.	As per explanation	7

Q.5	i.	Service quality definition- 1 marks Importance- 2 marks	3
	ii.	SERVQUAL dimensions- 2 marks Explanation- 5 marks	7
OR	iii.	As per explanation	7

Q.6			
	i.	As per explanation	5
	ii.	As per explanation	5
	iii.	As per explanation	5

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