

Enrollment No.....



Faculty of Engineering
End Sem (Odd) Examination Dec-2019
OE00008 Fundamentals of Service Marketing

Programme: B.Tech.

Branch/Specialisation: All

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.

- Q.1 i. Characteristics of services include 1
 (a) Variability and inseparability
 (b) Intangibility
 (c) Perishability
 (d) All of these
- ii. Which of the following sets of terms best describes a service? 1
 (a) Objects, devices, and performances
 (b) Effort, objects, and deeds
 (c) Things, devices, and performances
 (d) Deeds, effort, and performances
- iii. Which of the following is not an element of physical evidence? 1
 (a) Employee dress (b) Employee training
 (c) Equipment (d) Facility design
- iv. Charging customers different prices for essentially the same service 1
 is called
 (a) Price discrimination (b) Supply and demand
 (c) Complementary (d) Substitutes
- v. Factors that can help in differentiation of services include 1
 (a) Delivery and installation (b) Customer training and consultation
 (c) Ordering ease (d) All of these
- vi. A market-coverage strategy in which a firm decides to ignore 1
 market segment differences and goes after the whole market with
 one offer is called
 (a) Undifferentiated marketing
 (b) Differentiated marketing
 (c) Concentrated marketing
 (d) Turbo marketing

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- vii. According to service quality model, willingness of employees to solve problems of customers is classified as **1**
 (a) Responsiveness (b) Assurance
 (c) Empathy (d) Reliability
- viii. At a customer service interface, company intends to manage the relationship with a customer through **1**
 (a) Technology (b) People
 (c) Both (a) and (b) (d) None of these
- ix. Which of the following is generally considered as a non-profit oriented organization? **1**
 (a) Charitable organizations (b) Audit firms
 (c) Insurance companies (d) All of these
- x. SSTS refers to _____ **1**
 (a) Service Standards Testing
 (b) Self- Service Technologies
 (c) Standard Service Technologies
 (d) Self Service Treatments
- Q.2 i. What do you understand by services? **2**
 ii. Discuss the various ways by which service can be classified. **3**
 iii. Discuss the evolution of service economy. Explain the emerging trends and contribution of service sector in the economic growth of India. **5**
- OR iv. Discuss the characteristics of services. **5**
- Q.3 i. Explain product life cycle. **4**
 ii. Discuss the marketing mix elements with reference to banking services. **6**
- OR iii. Explain the role of people, process and physical evidence in enhancing customer value and satisfaction. **6**
- Q.4 i. Explain the importance of market segmentation. **3**
 ii. What strategies are used by professionals for service differentiation? Discuss with examples. **7**
- OR iii. How can the market be segmented for consumer services? Explain with the help of examples. **7**
- Q.5 i. Explain branding of services. **4**

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- ii. Why managing service quality is an important marketing strategy in service industries? Explain with examples. **6**
- OR iii. Write notes on any two service quality models. **6**
- Q.6 Write short note on any two:
 i. Marketing of educational services **5**
 ii. Segmentation and positioning in health services **5**
 iii. Marketing for non-profit organizations **5**

Marking Scheme

OE00008 Fundamentals of Service Marketing

Q.1	i.	Characteristics of services include	1
		(d) All of these	
	ii.	Which of the following sets of terms best describes a service?	1
		(d) Deeds, effort, and performances	
	iii.	Which of the following is not an element of physical evidence?	1
		(b) Employee training	
	iv.	Charging customers different prices for essentially the same service is called	1
		(a) Price discrimination	
	v.	Factors that can help in differentiation of services include	1
		(d) All of these	
	vi.	A market-coverage strategy in which a firm decides to ignore market segment differences and goes after the whole market with one offer is called	1
		(a) Undifferentiated marketing	
	vii.	According to service quality model, willingness of employees to solve problems of customers is classified as	1
		(a) Responsiveness	
	viii.	At a customer service interface, company intends to manage the relationship with a customer through	1
		(c) Both (a) and (b)	
	ix.	Which of the following is generally considered as a non-profit oriented organization?	1
		(a) Charitable organizations	
	x.	SSTS refers to _____	1
		(b) Self- Service Technologies	
Q.2	i.	Definition of services	2
	ii.	Classification of services	3
	iii.	Evolution of service economy	2 marks
OR		Emerging trends and contribution of service sector	3 marks
	iv.	Characteristics of services.	5
Q.3	i.	Product life cycle.	4
	ii.	Marketing mix elements with reference to banking services.	6
OR	iii.	Role of people	2 marks
		Role of process	2 marks
		Role of physical evidence	2 marks

Q.4	i.	Importance of market segmentation.		3
	ii.	Differentiation strategies	4 marks	7
OR		Examples	3 marks	
	iii.	Market segmentation	5 marks	7
		Examples	2 marks	
Q.5	i.	Branding of services		4
	ii.	Managing service quality	4 marks	6
OR		Examples	2 marks	
	iii.	Any two service quality models		6
		3 marks for each	(3 marks *2)	
Q.6		Write short note on any two:		
	i.	Marketing of educational services		5
		At least five points 1 mark for each	(1 mark * 5)	
	ii.	Segmentation in health services	3 marks	5
		Positioning in health services	2 marks	
	iii.	Marketing for non-profit organizations		5
		At least five points 1 mark for each	(1 mark * 5)	
