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

Faculty of Engineering
End Sem (Odd) Examination Dec-2022
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.   Which of these is NOT a service?   1
           (a) Soap retail   (b) Soap manufacturing
           (c) Soap mould   (d) None of these
     ii.   Which of these is an essential component of services?   1
           (a) Intangibility   (b) Physical product
           (c) Interchangeability   (d) None of these
     iii. Which of these is not a part of service mix?   1
           (a) People   (b) Process   (c) Product   (d) Plan
     iv.   Which is the second stage in PDLC?   1
           (a) Introduction   (b) Penetration
           (c) Growth   (d) Maturity
     v.   Which of the following is a basis for differentiation?   1
           (a) Demographic   (b) Demand oriented
           (c) Supply oriented   (d) None of these
     vi.   SERVQUAL model was pioneered by-   1
           (a) Prasuraman & Zeithmal   (b) Philip Kotler
           (c) Peter Drucker   (d) None of these
     vii. Which of these is not a service quality gap?   1
           (a) Quality gap   (b) Calculation gap
           (c) Knowledge gap   (d) Interpretation gap
     viii. Which of the following is NOT a dimension of SERVQUAL?   1
           (a) Reliability   (b) Responsiveness
           (c) Trust   (d) None of these

P.T.O.

     ix.   Which of the following is a hospitality services provider?   1
           (a) Welcome group   (b) Bombay hospital
           (c) HUL Limited   (d) None of these
     x.   Renowned enterprise "Swiggy" and "Zomato" fall under which of   1
           these categories?
           (a) Food delivery   (b) Restaurant chains
           (c) Fresh food reseller   (d) None of these

Q.2 i.   Define service.   2
     ii.   How is service different from product?   3
     iii. Can service have tangible components? Justify your answer with   5
           suitable example.
OR   iv.   How is degree of intangibility important in the delivery of a   5
           service? Explain with example.

Q.3 i.   Explain service marketing mix.   2
     ii.   Explain service development process.   8
OR   iii. Write short note on the role of intermediaries and franchisees.   8

Q.4 i.   Explain the concept of market positioning.   3
     ii.   Write short note on the importance of market segmentation.   7
OR   iii. What is market differentiation? Explain with examples.   7

Q.5 i.   What is the concept of marketing mix?   4
     ii.   What are the various types of services without a tangible   6
           component?
OR   iii. Explain the models of service marketing.   6

Q.6   Attempt any two:
     i.   How is non-profit marketing different from profit-oriented   5
           marketing?
     ii.   What are the various applications of service marketing?   5
     iii. What is the impact of changing the economy on services?   5

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Q1   (i)   —— d
     (ii)   —— a
     (iii)   — d
     (iv)   — c
     (v)   — d
     (vi)   — a
     (vii)   — b
     (viii)   — d
     (ix)   —— a
     (x)   —— a

Q2   (i) Definition of service   — 2 marks
     (ii)   Product & service difference — one mark for each point.
         (Minimum 3 points)
     (iii)   Can service have tangible components — 2 marks
         Justification ———————————— 3 marks
         with examples
     (iv)   Degree of Intangibility ————— 3 marks
         Explanation
         Example explanation ————— 2 marks

Q3   (i) Explanation of service marketing mix — 2 marks
     (ii)   Service development process — each stage 2 marks
     (iii)   At least 4 point explanation — Each point 2 marks

Q4   (i)   Explanation with three points — one mark each
         at least
     (ii)   Importance of market segmentation — Atleast 4 points } 7
                                     (2+2+2 +1)
     (iii)   market differentiation   3 Points — 1+1+1 } 7
                 Examples   2   — 2+2 } 7

Q5   (i)   Explanation in 4 points atleast — 1+1+1+1 } 4
     (ii)   atleast 6 types — 1+1+1+1+1+1 } 6
     (iii)   At least 3 combination — 2+2+2 } 6
     (iv)

Q6   (i)   5 difference — 1+1+1+1+1 } 5
     (ii)   Atleast 5 application — (1+1+1+1+1) 5
     (iii)   Impact of changing economy — [1+1+1+1+1] 5
         atleast 5 points