

Total No. of Questions: 7

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Enrollment No.....



Faculty of Management Studies  
End Sem (Even) Examination May-2022  
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.

- Q.1 i. Which of these statements can be considered as false? **1**
- (a) Services cannot be touched or seen in the same manner as goods.
  - (b) Consumer judgments about services tend to be more subjective than objective.
  - (c) Customers involvement affects service quality.
  - (d) Manufacturing and consumption is separated in service .
- ii. The unique service characteristic that deals specifically with the inability to standardize services is- **1**
- (a) Inseparability (b) Variability
  - (c) Intangibility (d) Perishability
- 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. Which of the following is an element of process in service delivery? **1**
- (a) Delivery process (b) Employee Training
  - (c) Equipment (d) Employee
- v. Making the promise' is an element of which angle of service marketing triangle? **1**
- (a) Internal marketing (b) External marketing
  - (c) Interactive marketing (d) None of these

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- vi. In service blueprinting the interaction between front stage and backstage personnel called is- **1**  
 (a) Line of interaction  
 (b) Line of visibility  
 (c) Line of internal interaction  
 (d) None of these
- vii. "The gap between Retailer's communications about services and Actual service delivered is called....." **1**  
 (a) Service gap (b) Knowledge gap  
 (c) Standards gap (d) Communication gap
- viii. How many constructs are there in SERVQUAL scale? **1**  
 (a) 4 (b) 5 (c) 6 (d) 7
- ix. ....is not a type of CRM. **1**  
 (a) Strategic (b) Operational  
 (c) Collaborative (d) Structural
- x. Under the marketing function of service leadership, we consider- **1**  
 (a) Competitive appeal (b) Customer profile  
 (c) Both (a) and (b) (d) None of these
- Q.2 i. Explain any two salient characteristics of the services. **3**  
 ii. Describe five reasons for growth of the service economy? **5**
- OR iii. Define and classify services. **5**
- Q.3 i. Discuss any three objectives for setting prices in service marketing. **3**  
 ii. Identify any five challenges in the distribution of services. **5**
- OR iii. Explain any five roles of employee in service delivery. **5**
- Q.4 i. Explain waiting line strategies. **3**  
 ii. Discuss the categories of strategies to match service promises with delivery. **5**
- OR iii. Elaborate the steps involved in preparing Blue Print of services to create valued experience. **5**
- Q.5 i. Define Service quality (SERVQUAL). **2**

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- ii. Explain the GAP's model of service quality with the help of diagram. **6**
- OR iii. Discuss Gronroos Model for service quality. **6**
- Q.6 Attempt any two: **4**  
 i. Illustrate the benefits of CRM system. **4**  
 ii. Write a note on the marketing management of financial services. **4**  
 iii. Briefly explain internationalization of services. Support your answer with an example. **4**
- Q.7 Case Study **4**  
 Premier Courier Ltd. (PCL) is an innovative overnight delivery company that helped change the way companies do business. It was the first company to offer an overnight delivery system, but the company markets more than just a delivery service. What PCL really sells is on-time reliability. The company markets risk reduction and provides the confidence that people's shipping packages will be "Absolutely, positively, certain their packages will be there by 10.30 in the morning". In fact, PCL sells even more than reliable delivery. It designs tracking and inventory management systems for many large companies. In other words, its customers buy more than just delivery service they buy a solution to their distribution problems. For example, a warehouse designed and operated by PCL is part of the distribution centre for a very large computer firm. In other organisations, customers can place an order for inventory as late as midnight, and the marketer, because of PCL's help, can guarantee delivery by the next morning. CL has positioned itself as a company with a service that solves its customer's problems.
- i. What is PCL's product? What are the tangible and intangible elements of this service product? **4**
- ii. What are the elements of service quality for a delivery service like PCL? **3**
- iii. In what way does technology influence PCL's service quality? **3**

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**Marking Scheme**  
**MS5EM09 Service Marketing**

Q.1	i.	Which of these statements can be considered as false?		<b>1</b>
		(d) Manufacturing and consumption is separated in service		
	ii.	The unique service characteristic that deals specifically with the inability to standardize services is-		<b>1</b>
		(b) Variability		
	iii.	Which of the following is not an element of physical evidence?		<b>1</b>
		(b) Employee Training		
	iv.	Which of the following is an element of process in service delivery?		<b>1</b>
		(a) Delivery process		
	v.	Making the promise' is an element of which angle of service marketing triangle?		<b>1</b>
		(b) External marketing		
	vi.	In service blueprinting the interaction between front stage and backstage personnel called is-		<b>1</b>
		(b) Line of visibility		
	vii.	"The gap between Retailer's communications about services and Actual service delivered is called....."		<b>1</b>
		(d) Communication gap		
	viii.	How many constructs are there in SERVQUAL scale?		<b>1</b>
		(b) 5		
	ix.	.....is not a type of CRM.		<b>1</b>
		(d) Structural		
	x.	Under the marketing function of service leadership, we consider-		<b>1</b>
		(c) Both (a) and (b)		
Q.2	i.	Any two characteristics	(1.5 marks * 2)	<b>3</b>
	ii.	Any five reasons	(1 mark * 5)	<b>5</b>
OR	iii.	Definition of services	2 marks	<b>5</b>
		Classification of services	3 marks	
Q.3	i.	Any three objectives	(1 mark * 3)	<b>3</b>
	ii.	Any five challenges	(1 mark * 5)	<b>5</b>
OR	iii.	Any five roles	(1 mark * 5)	<b>5</b>

Q.4	i.	As per explanation	3 marks	<b>3</b>
	ii.	As per explanation	5 marks	<b>5</b>
OR	iii.	As per explanation	5 marks	<b>5</b>
Q.5	i.	As per explanation	2 marks	<b>2</b>
	ii.	Explanation	5 marks	<b>6</b>
		Diagram	1 mark	
OR	iii.	As per explanation	6 marks	<b>6</b>
Q.6		Attempt any two:		
	i.	As per explanation	4 marks	<b>4</b>
	ii.	As per explanation	4 marks	<b>4</b>
	iii.	Explanation	3 marks	<b>4</b>
		Diagram	1 mark	
Q.7		Case Study		
	i.	PCL's product	2 marks	<b>4</b>
		Tangible elements	1 mark	
		Intangible elements	1 mark	
	ii.	As per explanation	3 marks	<b>3</b>
	iii.	As per explanation	3 marks	<b>3</b>

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