

- Q.28 Explain the “T” mention in STP?  
 Q.29 What do you understand by Service Quality?  
 Q.30 Explain delivery of services in detail?  
 Q.31 Why customer Satisfaction is necessary?  
 Q.32 How to manage quality in services?  
 Q.33 Explain Service Marketing Strategy?  
 Q.34 Explain the different approaches of Services Sector?  
 Q.35 Explain Service Demand Management?

#### **SECTION-D**

- Note:** Long answer type questions. Attempt any Two question out of three questions. (2x10=20)
- Q.36 What are the objectives and Approaches of servicing Pricing?  
 Q.37 Explain in detail Global Strategies in Services Management?  
 Q.38 Explain the customer satisfaction and Relationship Marketing in Services?

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**4th Sem / DBM**  
**Subject : Marketing of Services**

Time : 3 Hrs.                                    M.M. : 100

#### **SECTION-A**

**Note :** Multiple choice types questions. All questions are compulsory. (10x1=10)

- Q.1 Charging customers different prices for essentially the same service is called \_\_\_\_\_.  
 a) Price discrimination  
 b) Price Determination  
 c) Price Segmentation  
 d) Price settlement
- Q.2 SSTs stands for \_\_\_\_\_.  
 a) Stable Service Technologies  
 b) Social Service Technologies  
 c) Smart Service Technologies  
 d) Self Service Technologies
- Q.3 Distinct characteristic of services is \_\_\_\_\_.  
 a) Inseparability        b) Perishability  
 c) Intangibility        d) Variability
- Q.4 \_\_\_\_\_ is not an element of People.  
 a) Motivation        b) Teamwork  
 c) Flow of activities        d) Customer training

- Q.5 Service marketing is the same as \_\_\_\_\_.  
 a) Digital Marketing b) Retail Marketing  
 c) Ambush Marketing d) Relationship Marketing
- Q.6 Which of the following is difficult to evaluate?  
 a) Jewellery b) Auto repair  
 c) Furniture d) Clothing
- Q.7 \_\_\_\_\_ is not an element of physical evidence  
 a) Employee dress b) Employee Training  
 c) Equipment d) Facility design
- Q.8 \_\_\_\_\_ is defined as the caring, individualized attention that the firm provides to its customers.  
 a) Empathy b) Responsiveness  
 c) Sympathy d) Assurance
- Q.9 \_\_\_\_\_ can be characterized as pure service  
 a) Teaching  
 b) Banking  
 c) Saloon  
 d) There's no such thing like a pure service
- Q.10 \_\_\_\_\_ is the difference between customer expectations and perceptions.  
 a) Customer Delight  
 b) Customer Satisfaction  
 c) Customer Gap  
 d) The supplier Gap

## SECTION-B

**Note:** Objective type questions. All questions are compulsory.  
 (10x1=10)

- Q.11 Mention any one approach of services pricing?
- Q.12 Mention any one recent trend in services?
- Q.13 Write any one type of Marketing Mix in Services?
- Q.14 Mention any one role of employees in services?
- Q.15 Mention any one feature of Services pricing?
- Q.16 Write the definition of Services?
- Q.17 What does STP stands for?
- Q.18 Write one need for customer satisfaction?
- Q.19 Write any one need to add technology in services sector?
- Q.20 Mention any one type of services?

## SECTION-C

**Note:** Short answer type questions. Attempt any Twelve question out of fifteen questions. (12x5=60)

- Q.21 How technology plays role in Services?
- Q.22 What do you understand by Marketing Mix in services?
- Q.23 How to manage Physical Evidence?
- Q.24 Explain Customer Retention?
- Q.25 What do you understand by Service Marketing Strategy?
- Q.26 What is Integrated Marketing communication in Services?
- Q.27 What do you understand by Service Quality?

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