

- Q.14 What are the main components of service marketing-mix?
- Q.15 Differentiate between goods and services.
- Q.16 What are some opportunities in service marketing.
- Q.17 How service quality and customer satisfaction are interlinked?
- Q.18 Write a short note on service design and development.
- Q.19 Briefly explain positioning of services.
- Q.20 How do you measure service quality?
- Q.21 What do you mean by market segmentation?
- Q.22 What strategies should be followed for resolving service failures?

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. $(2 \times 8 = 16)$

- Q.23 Discuss in detail challenges in service marketing.
- Q.24 Which pricing strategies are suitable for service marketing? Explain in detail.
- Q.25 Write a detailed note on measuring and improving service performance.

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5th Sem. / Business Management (Marketing)
Subject : Marketing of Services

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory $(6 \times 1 = 6)$

- Q.1 In services marketing, intangibility means :
- Services are easy to store
 - Services cannot be seen, touched, or felt before purchase
 - Services are exactly like physical goods
 - Services are high-priced
- Q.2 Changes in consumer lifestyle and preferences are part of which environment?
- Technological environment
 - Social environment
 - Political environment
 - Legal environment

(20)

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Q.3 The “Physical Evidence” element in the 7 Ps refers to:

- a) Proof of product authenticity
 - b) Government documentation
 - c) Employee records
 - d) Tangible cues to reassure service quality

Q.4 Customer involvement in the service delivery process is usually:

- a) High
 - b) Low
 - c) Optional
 - d) Not allowed

Q.5 What is a service blueprint?

- a) A financial plan
 - b) A software design modal
 - c) A visual representation of the service delivery process
 - d) A physical product model

Q.6 Which of the following is an example of a service?

- a) Mobile phone b) Laptop
 - c) Internet connection d) Car

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. (6x1=6)

Q.7 Unlike products , services are subject to, meaning quality may vary each time they are provided. (variability/perishability)

Q.8 Government regulation is a part of, Environment. (Social/Legal)

Q.9 In the 7 Ps service marketing, refers to employees and customers involved in the service experience. (People/Process)

Q.10 Effective service delivery focuses on customer satisfaction and operational efficiency. (True/False)

Q.11 can be used to improve the quality and efficiency of service delivery. (customer feedback/customer trust)

Q.12 allows services to be tailored to meet individual customer needs. (Automation/Customization)

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. $(8 \times 4 = 32)$

Q.13 Write down any four characteristics of services .