

**Section-D**

**Note: Long answer questions. Attempt any two question out of three Questions. (2x8=16)**

- Q.23 What do you mean by services? Write down main differences between goods and services.
- Q.24 Explain in detail Service Marketing Mix.
- Q.25 Elaborate main pricing strategies as used in service marketing.

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226751M

**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. (6x1=6)**

- Q.1 Which of the following is a characteristic of services?
- a) Tangibility
  - b) Inseparability
  - c) Storability
  - d) Homogeneity
- Q.2 What makes services marketing different from product marketing?
- a) Service marketing focuses only on low-cost items
  - b) Service marketing does not require promotion
  - c) Service marketing relies only on physical distribution
  - d) Service marketing deals with intangible offerings
- Q.3 The service marketing environment includes factors like:
- a) Product materials
  - b) Economic, Social and technology factors
  - c) Only customer demographics
  - d) Packaging designs

Q.4 Which factor is part of the economic environment in service marketing?

- a) Inflation rates b) Employee dress code
- c) Customer complaints d) Product specifications

Q.5 The service marketing mix is often known as :

- a) 4Ps of marketing b) 7Ps of marketing
- c) 5Cs of marketing d) 10Ps of marketing

Q.6 Effective service delivery should focus on :

- a) Product discounts
- b) Manufacturing processes
- c) Customer satisfaction and efficiency
- d) Employee benefits only

### Section-B

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

Q.7 Services are perishable. It means services \_\_\_\_\_ (can not be seen/ Can not be stored for future use)

Q.8 \_\_\_\_\_ describes the high degree of human involvement in service production. (Automation/ Interaction)

Q.9 Give an example of a service.

Q.10 \_\_\_\_\_ is a legal factor affecting service marketing. (Regulatory compliance/ Advertising budget)

Q.11 Services are not consistent and may vary each time due to the characteristic of \_\_\_\_\_ (heterogeneity / Storability)

Q.12 A differentiation strategy helps a service stand out from competitors by emphasizing unique features. (True/False)

### Section-C

**Note:** Short answer type Question. Attempt any eight questions out of Ten Questions. **(8x4=32)**

Q.13 Define services.

Q.14 Write a short note on ethical considerations involved in service marketing.

Q.15 What are the main challenges in marketing of services?

Q.16 What do you mean by term "market segmentation"?

Q.17 How services are important for growth of Indian economy?

Q.18 Write short note on service innovation.

Q.19 What strategies should be followed for effective customer interactions in case of services?

Q.20 Write a short note on Key performance indicators (KPI) for service businesses.

Q.21 How do you measure service quality?

Q.22 Write a short note on differentiation of services.