

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.

No. of Printed Pages : 4
Roll No.

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)

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- 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.

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