

- Q25 What is the nature of service marketing? Explain in detail.
- Q.26 How do you go about managing physical evidence in service? Narrate in brief.
- Q.27 Write a detail note on the factors influencing service quality.
- Q.28 Write a detail note on social marketing in Indian perspective?
- Q.29 Throw light on different approaches of service pricing?
- Q.30 Write a note on tools and techniques for analyzing service market?
- Q.31 Write a brief note on the emerging key services in Indian perspective?
- Q.32 Write a short note on service market positioning.
- Q.33 What are the reasons for rapid growth of service sector in India?
- Q.34 Explain in detail global strategies in service management.
- Q.35 What do you mean by service market segmentation? Explain.

Section-D

Note: Long answer questions. Attempt any two question out of three Questions. (2x10=20)

- Q.36 Define customer satisfaction? Write a detail note on relationship marketing in services.
- Q.37 What technologies are commonly used in services? Explain in detail the role of technology in services in modern business environment.
- Q.38 What do you mean by marketing environment? Explain service marketing environment in detail.

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4th Sem. / Branch : DBM, DBM (IPM)
Subject : Marketing of Services

Time : 3 Hrs. M.M. : 100

SECTION-A

Note: Multiple type Questions. All Questions are compulsory. (10x1=10)

- Q.1 Which of the following is not a tangible dominant.
 a) Fruits b) Chair
 c) Banking d) Milk
- Q.2 Uninterrupted and hassle-free services is called _____.
 a) Quality service b) Continuous service
 c) Functional service d) Seamless service
- Q.3 Which of the following is not the basic 4 Ps of marketing?
 a) Product b) People
 c) Price d) Place
- Q.4 Who among the following is known as the father of modern marketing?
 a) Philip Kotler b) Peter F Drucker
 c) John Luthans d) Sigmund fred
- Q.5 Charging different price for the same service is known as.
 a) Price discrimination b) Price Bundling
 c) Price fixation d) Price determination

- Q.6 Focusing the firms marketing efforts toward the existing customer base is called
 a) Excellent customer service
 b) Conquest retention
 c) Customer retention
 d) Courteous retention
- Q.7 Service marketing becomes difficult because of _____.
 a) Intangibility b) No demand
 c) More complex marketd) Difficult to enter market
- Q.8 The appropriate communication content during the introduction stage of the product life cycle would be.
 a) Informational
 b) Informational and persuasive
 c) Persuasive
 d) Persuasive and reminder
- Q.9 Customers ultimately determine the services by _____.
 a) The type of Competitors
 b) The levels of marketing effectiveness and operational efficiency
 c) The cycle of fluctuations
 d) The price of the service
- Q.10 Which of the following is a characteristic of service.
 a) Intangibility b) Perishability
 c) Both A & B d) None

Section-B

- Note:** Objective type questions. All questions are compulsory. (10x1=10)
- Q.11 Share of services in GDP of a country indicates its level of development. (True/False)

- Q.12 Physical evidence is not an important constituent of marketing of services. (True/False)
- Q.13 Competitor intelligence should be gathered annually.
- Q.14 Price is more likely to be used as a cue to quality, when price is the primary differential information available. (True/False)
- Q.15 Service recovery refers to recovery from failure. (True/False)
- Q.16 The plan for differentiating the firm, from its competitors in consumers eyes is referred to as target marketing. (True/False)
- Q.17 Persuasive and reminder communication approaches would be appropriate during the introductory stages of the product life cycle. (True/False)
- Q.18 Halo effect is an overall favourable impression or unfavourable impression based on early stages of the service encounter. (True/False)
- Q.19 Size, shape and colour are the three primary visual stimuli that appeal to consumers on a basic level. (True/False)
- Q.20 Variability is not an essential characteristic of service. (True/False)

Section-C

- Note:** Short answer type Question. Attempt any twelve questions out of fifteen Questions. (12x5=60)
- Q.21 Explain in brief the process of new service design.
- Q.22 What are the main causes of service failure? Explain in detail.
- Q.23 Write a detail note on marketing of services with special reference to hospitality?
- Q.24 What do you understand by marketing mix in services? Explain in detail.