

- Q.31 Explain service quality and its importance.
- Q.32 Brand positioning strategy builds perception, explain how?
- Q.33 Discuss any customer retention strategy in short.
- Q.34 Describe some challenges of service marketing in current scenario.
- Q.35 Why physical evidence is so important in marketing of services?

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 Define service marketing. Explain the types of commercial services in modern world.
- Q.37 Define price? Explain some common pricing strategy for services as a product.
- Q.38 What are the major challenges of an employee working in service providing organization?

No. of Printed Pages : 4 186745 M/126745 M/073425/
Roll No. 106755 M/031355 M

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

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 Discounting is a.....strategy
a) Marketing b) Pricing
c) Customer d) None
- Q.2 A right product to a right customer is related to efficient.....
a) Production b) Distribution
c) Manufacturing d) Promotion
- Q.3 Target.....is related with product suitability with customer.
a) Brand b) Product
c) Customer d) Market
- Q.4 Process of building the image of product in customer mind is.....
a) Marketing b) Pricing
c) Positioning d) None
- Q.5 Business class/economy class in airways is related with service.

(80) (4) 186745 M/126745 M
/073425/106755 M
/031355 M

(1) 186745 M/126745 M
/073425/106755 M
/031355 M

- a) Quality b) Pricing
c) Customer d) Marketing
- Q.6 Trend is related
- a) Current Scenario b) Market
c) Brand d) Past time
- Q.7 Service has.....
- a) Utility b) Shape
c) Colour d) None
- Q.8 Service marketing related with only.....service
- a) Unlawful b) Lawful
c) Customer d) Branded
- Q.9 Promotion is a component of Marketing.....
- a) Mix b) Fix
c) Both d) None
- Q.10is an important component of marketing mix.
- a) Marketing b) Brand
c) Customer d) Product

SECTION-B

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

- Q.11 Service failure means non-compliance of agreement. (T/F)
- Q.12 Service quality does not help in customer retention. (T/F)
- Q.13 Positioning is related with perception. (T/F)

(2) 186745 M/126745 M
 /073425/106755 M
 /031355 M

- Q.14 Service design is not related with delivery system. (T/F)
- Q.15 Service demand is also like product demand. (T/F)
- Q.16 Service pricing is same like goods pricing. (T/F)
- Q.17 Customer delight leads to Customer satisfaction. (T/F)
- Q.18 Customer loyalty add extra safety to a (Product/Brand)
- Q.19 Branch office an insurer is Physical evidence (T/F)
- Q.20 Money paid for services is.....(Price/Donation)

SECTION-C

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

- Q.21 Describe the process brand positioning.
- Q.22 Highlight the benefits of customer loyalty.
- Q.23 Write the main features of service.
- Q.24 Explain physical evidence in the context of service marketing.
- Q.25 Write a short note on service branding.
- Q.26 Explain gap analysis.
- Q.27 Explain the process of selecting target market briefly.
- Q.28 Describe service failure and management.
- Q.29 Mention various types of service.
- Q.30 Discuss the success of differentiated pricing in service marketing.

(3) 186745 M/126745 M
 /073425/106755 M
 /031355 M