

- Q.25 What is the nature of service marketing? Explain in detail.
- Q.26 Narrate the different classification of services?
- Q.27 What are the determinants of service quality? Explain in detail.
- 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 markets?
- Q.31 Write a brief note on the emerging key services in Indian perspective?
- Q.32 Write a short note on macro service marketing environment.
- Q.33 What are the reasons for rapid growth of service sector?
- Q.34 Explain in detail global strategies in service management.
- Q.35 Explain customer satisfaction and relationship marketing.

#### **SECTION-D**

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 Define marketing communication? Write a detail note on marketing communication in services.
- Q.37 What do you understand by quality in services? How do you go about managing quality in services?
- Q.38 What do you mean by new service design? Explain various steps involved development of new services.

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**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 Which one is not a part of the 4 Ps?  
 a) Product                      b) People  
 c) Price                        d) Place
- Q.2 Who is the father of modern marketing?  
 a) Philip kotler              b) Peter F Drucker  
 c) Abraham Maslow          d) Raymond Kroc
- Q.3 Intangibility, Perishability, Inseparability & Variability are the characteristics of.  
 a) Products                      b) Services  
 c) Goods                        d) Both a & b
- Q.4 Charging different prices for essentially the same service is called.  
 a) Price discrimination      b) Price determination  
 c) Price segmentation        d) Price settlement  
 \_\_\_\_\_ is an example of intangible dominant.  
 a) Agriculture                b) Logistics  
 c) Insurance                   d) Car maintenance
- Q.5 Service that occur without interruption, confusion or hassle to the customer are called \_\_\_\_\_.  
 a) Seamless service          b) Digital services  
 c) Marketing myopia        d) Functional services

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- Q.7 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.8 Service consumers tend to be more brand loyal than goods consumers because  
a) More choices are available  
b) Brand loyalty lowers the amount of perceived risk  
c) Each service provider provides many brands  
d) Location of the provider is the major driver in the consumer selection process
- 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 \_\_\_\_\_ is a firm's view toward planning its operations according to market needs.  
a) Marketing orientation  
b) Marketing functions.  
c) Marketing department  
d) Marketing forecast

### SECTION-B

- Note:** Objective type questions. All questions are compulsory. (10x1=10)
- Q.11 The demand for medical services tends to be Inelastic. (True/False)

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- Q.12 Price is more likely to be used as a cue to quality, when price is the primary differential information available. (True/False)
- Q.13 The plan for differentiating the firm, from its competitors in consumers' eyes is referred to as target marketing. (True/False)
- Q.14 Persuasive and reminder communication approaches would be appropriate during the growth and maturity stages of the product life cycle. (True/False)
- Q.15 Halo effect is an overall favourable impression or unfavourable impression based on early stages of the service encounter. (True/False)
- Q.16 Managing the peak demand becomes easy due to perishable nature of services. (True/False)
- Q.17 Service industry has grown many folds due to more affluence of customers. (True/False)
- Q.18 Loss of personal contact is a disadvantage of e-marketing. (True/False)
- Q.19 Tangible clues are less important when services are heterogeneous. (True/False)
- Q.20 The primary role of a service firms' communication mix is to confuse the customers. (True/False)

### SECTION-C

- Note:** Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)
- Q.21 Explain the different elements of promotion mix?
- Q.22 Distinguish between goods & services?
- Q.23 Write a detail note on marketing of services with special reference to hospitality.
- Q.24 What are the main approaches of service recovery? Explain in detail.

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