

- 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 knows as.
- a) Price discrimination b) Price Bundling
- c) Price fixation d) Price determination

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- Q.6 Focusing the firms marketing efforts toward the existing customer base is called
- Excellent customer service
 - Conquest retention
 - Customer retention
 - Courteous retention
- Q.7 Service marketing becomes difficult because of _____.
- Intangibility
 - No demand
 - More complex market
 - Difficult to enter market
- Q.8 The appropriate communication content during the introduction stage of the product life cycle would be.
- Informational
 - Informational and persuasive
 - Persuasive
 - Persuasive and reminder
- Q.9 Customers ultimately determine the services by _____.
- The type of Competitors
 - The levels of marketing effectiveness and operational efficiency
 - The cycle of fluctuations
 - The price of the service
- Q.10 Which of the following is a characteristic of service.
- Intangibility
 - Perishability
 - Both A & B
 - 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.