

- Q.22 What are the main causes of service failure? Explain in detail.

Q.23 What are the objectives of services marketing? Explain in detail.

Q.24 Explain the significance of service sector.

Q.25 Write a detail note on service marketing in tourism.

Q.26 Write a detail note on nature of services.

Q.27 Explain the role of technology in services.

Q.28 Explain the objectives of service pricing.

Q.29 What do you understand by management of physical evidence? Explain in detail.

Q.30 Write a note on integrated marketing communication in services.

Q.31 Write a short note on micro service marketing environment.

Q.32 Write a short note on new service design.

Q.33 What do you understand by gap analysis? Explain in detail.

Q.34 What are different types of services? Explain each in brief.

Q.35 Write a short note on conceptual framework of marketing of services.

SECTION-D

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

- Q.36 Define marketing of services? What are the reasons for rapid growth of services sector?

Q.37 What do you understand by service management? Explain global strategies in service management in detail.

Q.38 What do you mean by relationship marketing? Explain customer satisfaction and relationship marketing in detail.

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

Time : 3 Hrs.

M.M. : 100

SECTION-A

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

- Q.1 Service marketing becomes difficult because of

 - a) Intangibility
 - b) No demand
 - c) More complex market
 - d) Difficult to enter market

Q.2 Service is characterized by all of the following characteristics except for.

 - a) Intangibility
 - b) Homogeneity
 - c) Perishability
 - d) Inseparability

Q.3 Which of the following can be characterized as closer to purse service?

 - a) Teaching
 - b) Transport
 - c) Farming
 - d) Retail

Q.4 _____ is the main reason for difficulty in services marketing.

 - a) Inseparability
 - b) Tangibility
 - c) Availability
 - d) Demand supply gap

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- Q.5 In addition to the traditional four Ps, the services marketing mix includes?
- Process, Physical Evidence & Purpose
 - People, Process & Physical Evidence
 - Product, People & Physical Environment
 - Public, Process and Practice
- Q.6 Competitor intelligence should be gathered.
- Yearly
 - Decadely
 - Half yearly
 - Continuously
- Q.7 Total customer value consists of?
- Product value
 - Image value
 - Service value
 - All of the above
- Q.8 Which of the following are objectives of service marketing?
- Promoting customer satisfaction
 - Building trust
 - Establish uniform price
 - All of the above
- Q.9 Differentiation approaches such as competence, courtesy, reliability and responsiveness are forms of?
- Product differentiation
 - Personnel differentiation
 - Image differentiation
 - Service differentiations
- Q.10 The appropriate communication content during the introduction stage of the product life cycle would be.
- Informational
 - Informational and persuasive
 - Persuasive
 - Persuasive and reminder

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SECTION-B

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

- Q.11 Consumers who seek convenience over price and personal attention are personalised customers. (True/False)
- Q.12 Loss of personal contact is a disadvantage of e-marketing. (True/False)
- Q.13 Consumer moods and attitudes are types of emotional customer response. (True/False)
- Q.14 Size, shape and colour are the three primary visual stimuli that appeal to consumers on a basic level. (True/False)
- Q.15 To manage demand and supply, a company can divert the customers to competitors. (True/False)
- Q.16 Subcontracting to others surely helps in improving the services quality. (True/False)
- Q.17 The services quality is not improved by employee and customer involvement. (True/False)
- Q.18 Customer loyalty does not reflect in customer retention, repeat business and customer referrals. (True/False)
- Q.19 Difficult to assess and compare makes, the buying process of services complex. (True/False)
- Q.20 Service is a very fast growing sector. (True/False)

SECTION-C

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

- Q.21 Write a detail note on features of services.

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