

- 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 pure 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 costumers to competitors. (True/False)
- Q.16 Subcontracting to others surely helps in improving the services quality. (True/False)
- Q.17 The services quality in not improved by employed 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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