

- Q.14 What are the main components of service marketing-mix?
- Q.15 Differentiate between goods and services.
- Q.16 What are some opportunities in service marketing.
- Q.17 How service quality and customer satisfaction are interlinked?
- Q.18 Write a short note on service design and development.
- Q.19 Briefly explain positioning of services.
- Q.20 How do you measure service quality?
- Q.21 What do you mean by market segmentation?
- Q.22 What strategies should be followed for resolving service failures?

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

- Q.23 Discuss in detail challenges in service marketing.
- Q.24 Which pricing strategies are suitable for service marketing? Explain in detail.
- Q.25 Write a detailed note on measuring and improving service performance.

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5th Sem. / Business Management (Marketing)

Subject : Marketing of Services

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory (6x1=6)

- Q.1 In services marketing, intangibility means :
- a) Services are easy to store
 - b) Services cannot be seen, touched, or felt before purchase
 - c) Services are exactly like physical goods
 - d) Services are high-priced
- Q.2 Changes in consumer lifestyle and preferences are part of Which environment?
- a) Technological environment
 - b) Social environment
 - c) Political environment
 - d) Legal environment

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- Q.3 The “Physical Evidence” element in the 7 Ps refers to:
- Proof of product authenticity
 - Government documentation
 - Employee records
 - Tangible cues to reassure service quality
- Q.4 Customer involvement in the service delivery process is usually:
- High
 - Low
 - Optional
 - Not allowed
- Q.5 What is a service blueprint?
- A financial plan
 - A software design modal
 - A visual representation of the service delivery process
 - A physical product model
- Q.6 Which of the following is an example of a service ?
- Mobile phone
 - Laptop
 - Internet connection
 - Car

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 Unlike products , services are subject to, meaning quality may vary each time they are provided. (variability/perishability)
- Q.8 Government regulation is a part of, Environment. (Social/Legal)
- Q.9 In the 7 Ps service marketing, refers to employees and customers involved in the service experience. (People/Process)
- Q.10 Effective service delivery focuses on customer satisfaction and operational efficiency. (True/False)
- Q.11 can be used to improve the quality and efficiency of service delivery. (customer feedback / customer trust)
- Q.12 allows services to be tailored to meet individual customer needs. (Automation/ Customization)

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

- Q.13 Write down any four characteristics of services .