

- Q.28 Explain the “T” mention in STP?
- Q.29 What do you understand by Service Quality?
- Q.30 Explain delivery of services in detail?
- Q.31 Why customer Satisfaction is necessary?
- Q.32 How to manage quality in services?
- Q.33 Explain Service Marketing Strategy?
- Q.34 Explain the different approaches of Services Sector?
- Q.35 Explain Service Demand Management?

#### SECTION-D

**Note:** Long answer type questions. Attempt any Two question out of three questions. (2x10=20)

- Q.36 What are the objectives and Approaches of servicing Pricing?
- Q.37 Explain in detail Global Strategies in Services Management?
- Q.38 Explain the customer satisfaction and Relationship Marketing in Services?

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#### 4th Sem / DBM Subject : Marketing of Services

Time : 3 Hrs.

M.M. : 100

#### SECTION-A

**Note :** Multiple choice types questions. All questions are compulsory. (10x1=10)

- Q.1 Charging customers different prices for essentially the same service is called \_\_\_\_\_.  
a) Price discrimination  
b) Price Determination  
c) Price Segmentation  
d) Price settlement
- Q.2 SSTs stands for \_\_\_\_\_.  
a) Stable Service Technologies  
b) Social Service Technologies  
c) Smart Service Technologies  
d) Self Service Technologies
- Q.3 Distinct characteristic of services is \_\_\_\_\_.  
a) Inseparability      b) Perishability  
c) Intangibility      d) Variability
- Q.4 \_\_\_\_\_ is not an element of People.  
a) Motivation      b) Teamwork  
c) Flow of activities      d) Customer training

- Q.5 Service marketing is the same as\_\_\_\_\_.
- a) Digital Marketing    b) Retail Marketing  
c) Ambush Marketing    d) Relationship Marketing
- Q.6 Which of the following is difficult of evaluate?
- a) Jewellery                      b) Auto repair  
c) Furniture                      d) Clothing
- Q.7 \_\_\_\_\_ is not an element of physical evidence
- a) Employee dress              b) Employee Training  
c) Equipment                      d) Facility design
- Q.8 \_\_\_\_\_ is defined as the caring, individualized attention that the firm provides to its customers.
- a) Empathy                      b) Responsiveness  
c) Sympathy                      d) Assurance
- Q.9 \_\_\_\_\_ can be characterized as pure service
- a) Teaching  
b) Banking  
c) Saloon  
d) There's no such thing like a pure service
- Q.10 \_\_\_\_\_ is the difference between customer expectations and perceptions.
- a) Customer Delight  
b) Customer Satisfaction  
c) Customer Gap  
d) The supplier Gap

## SECTION-B

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

- Q.11 Mention any one approach of services pricing?
- Q.12 Mention any one recent trend in services?
- Q.13 Write any one type of Marketing Mix in Services?
- Q.14 Mention any one role of employees in services?
- Q.15 Mention any one feature of Services pricing?
- Q.16 Write the definition of Services?
- Q.17 What does STP stands for?
- Q.18 Write one need for customer satisfaction?
- Q.19 Write any one need to add technology in services sector?
- Q.20 Mention any one type of services?

## SECTION-C

**Note:** Short answer type questions. Attempt any Twelve question put of fifteen questions. (12x5=60)

- Q.21 How technology plays role in Services?
- Q.22 What do you understand by Marketing Mix in services?
- Q.23 How to manage Physical Evidence?
- Q.24 Explain Customer Retention?
- Q.25 What do you understand by Service Marketing Strategy?
- Q.26 What is Integrated Marketing communication in Services?
- Q.27 What do you understand by Service Quality?