

- Q.25 What is the nature of service marketing? Explain in detail.
- Q.26 Narrate the different classification of services?
- Q.27 What are the determinants of service quality? Explain in detail.
- Q.28 Write a detail note on social marketing in Indian perspective?
- Q.29 Throw light on different approaches of service pricing?
- Q.30 Write a note on tools and techniques for analyzing service markets?
- Q.31 Write a brief note on the emerging key services in Indian perspective?
- Q.32 Write a short note on macro service marketing environment.
- Q.33 What are the reasons for rapid growth of service sector?
- Q.34 Explain in detail global strategies in service management.
- Q.35 Explain customer satisfaction and relationship marketing.

#### SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 Define marketing communication? Write a detail note on marketing communication in services.
- Q.37 What do you understand by quality in services? How do you go about managing quality in services?
- Q.38 What do you mean by new service design? Explain various steps involved development of new services.

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### 4th Sem / DBM, DBM (IPM) Subject:- Marketing of Services

Time : 3Hrs.

M.M. : 100

#### SECTION-A

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

- Q.1 Which one is not a part of the 4 Ps?  
a) Product b) People  
c) Price d) Place
- Q.2 Who is the father of modern marketing?  
a) Philip Kotler b) Peter F Drucker  
c) Abraham Maslow d) Raymond Kroc
- Q.3 Intangibility, Perishability, Inseparability & Variability are the characteristics of.  
a) Products b) Services  
c) Goods d) Both a & b
- Q.4 Charging different prices for essentially the same service is called.  
a) Price discrimination b) Price determination  
c) Price segmentation d) Price settlement
- Q.5 \_\_\_\_\_ is an example of intangible dominant.  
a) Agriculture b) Logistics  
c) Insurance d) Car maintenance
- Q.6 Service that occur without interruption, confusion or hassle to the customer are called \_\_\_\_\_.  
a) Seamless service b) Digital services  
c) Marketing myopia d) Functional services

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- Q.7 Focusing the firms marketing efforts toward the existing customer base is called
- Excellent customer service
  - Conquest retention
  - Customer retention
  - Courteous retention
- Q.8 Service consumers tend to be more brand loyal than goods consumers because
- More choices are available
  - Brand loyalty lowers the amount of perceived risk
  - Each service provider provides many brands
  - Location of the provider is the major driver in the consumer selection process
- 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 \_\_\_\_\_ is a firm's view toward planning its operations according to market needs.
- Marketing orientation
  - Marketing functions.
  - Marketing department
  - Marketing forecast

#### SECTION-B

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

- Q.11 The demand for medical services tends to be Inelastic. (True/False)

- Q.12 Price is more likely to be used as a cue to quality, when price is the primary differential information available. (True/False)
- Q.13 The plan for differentiating the firm, from its competitors in consumers' eyes is referred to as target marketing. (True/False)
- Q.14 Persuasive and reminder communication approaches would be appropriate during the growth and maturity stages of the product life cycle. (True/False)
- Q.15 Halo effect is an overall favourable impression or unfavourable impression based on early stages of the service encounter. (True/False)
- Q.16 Managing the peak demand becomes easy due to perishable nature of services. (True/False)
- Q.17 Service industry has grown many folds due to more affluence of customers. (True/False)
- Q.18 Loss of personal contact is a disadvantage of e-marketing. (True/False)
- Q.19 Tangible clues are less important when services are heterogeneous. (True/False)
- Q.20 The primary role of a service firms' communication mix is to confuse the customers. (True/False)

#### SECTION-C

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

- Q.21 Explain the different elements of promotion mix?
- Q.22 Distinguish between goods & services?
- Q.23 Write a detail note on marketing of services with special reference to hospitality.
- Q.24 What are the main approaches of service recovery? Explain in detail.