

- Q.26 Draw the model of integrated marketing communication  
 Q.27 Explain the process of creating physical evidence.  
 Q.28 Explain the process of service recovery.  
 Q.29 Describe service marketing environment.  
 Q.30 Explain the characteristics of technological environment.  
 Q.31 Write the roles of Technology in service sector.  
 Q.32 Make a list of famous pricing strategies.  
 Q.33 Explain the process of market segmentation briefly.  
 Q.34 What are the benefits of customer retention for a service providing firm.  
 Q.35 How a service provider can win customer loyalty.

#### **SECTION-D**

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

- Q.36 Draw a pictorial presentation of STP. Provide some live example from current industry.  
 Q.37 What do you understand by service quality? Explain the process of service delivery.  
 Q.38 Define customer loyalty. Discuss the benefits of customer loyalty for a service providing organization.

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

Time : 3 Hrs.                                    M.M. : 100

#### **SECTION-A**

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

- Q.1 Monetary value of a product is known as .....  
 a) Cost    b) Price  
 c) Both    d) None  
 Q.2 Service is .....  
 a) Intangible                                    b) Invisible  
 c) Both    d) None  
 Q.3 Service marketing means the marketing of .....  
 a) Perishable                                    b) Intangible  
 c) Both    d) None  
 Q.4 ..... is not a component of marketing mix.  
 a) Market    b) Price  
 c) Place    d) Promotion

- Q.5 ..... is an important component of marketing mix.
- a) Brand
  - b) Label
  - c) Product
  - d) Package
- Q.6 Market ..... is a pricing strategy.
- a) Marketing
  - b) Pricing
  - c) Skimming
  - d) None
- Q.7 ..... is a place where buyer and seller meet.
- a) Market
  - b) Consumer
  - c) Customer
  - d) Home
- Q.8 Product positioning related to individual .....
- a) Philosophy
  - b) Marketing
  - c) Pricing
  - d) Psychology
- Q.9 Process of dividing market is known as market .....
- a) Divination
  - b) Organization
  - c) Imitation
  - d) Segmentation
- Q.10 Process of creating new service is known as service .....
- a) Development
  - b) Draft
  - c) Design
  - d) Demarcation

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## SECTION-B

- Note:** Objective type questions. All questions are compulsory. (10x1=10)
- Q.11 Trend line is not used for forecasting. (T/F)
- Q.12 Write the name of any pricing strategy .....
- Q.13 Demography can be included in marketing environment. (T/F)
- Q.14 Marketing mix include price. (T/F)
- Q.15 Write name of a type of services Industry .....
- Q.16 Market segmentation is related with partition of market. (T/F)
- Q.17 Manufacturer focus on ..... market. (T/F)
- Q.18 Communication is not an essential skill in marketing? (T/F)
- Q.19 Service Delivery means fulfillment of promise. (T/F)
- Q.20 Global strategy is ..... for all activity. (One/Two)

## SECTION-C

- Note:** Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)
- Q.21 Define positioning and its importance.
- Q.22 How can we develop CRM in service marketing?
- Q.23 Write a short note on customer loyalty.
- Q.24 Write a note on the growth of service sector in India.
- Q.25 Enlist the benefits of flexible pricing strategy.

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