



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/MBA (OLD)/SEM-(4FT & 6PT)/MM-405/2010**

**2010**

**SERVICE MARKETING**

Time Allotted : 3 Hours

Full Marks : 70

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

**GROUP – A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

- i) Service Recovery refers to
  - a) getting back dissatisfied customers
  - b) customer acquisitions
  - c) customer retention
  - d) none of these.
  
- ii) Commission and discount are linked with which of the following services ?
  - a) Brokerage service of financial services
  - b) Education services
  - c) Transport services
  - d) None of these.



- iii) Rapid increase of service sector growth in India is due to
- a) Technological changes
  - b) Communication development
  - c) Changing lifestyles of the consumer
  - d) all of these.
- iv) Quality Gap Model has been proposed by
- a) Gronroos
  - b) Bitner
  - c) Zeithaml & Berry
  - d) all of them.
- v) Service blueprinting components are
- a) evidence
  - b) process
  - c) supports
  - d) interaction.
- vi) Customer Lifetime value is
- a) the value that customer perceives about the product in his lifetime
  - b) the value that the customer perceives about his life
  - c) the total value of the service that is offered to the customer in his lifetime
  - d) the value of the customer to the company.



- vii) Maintaining inventory for services is
- a) as difficult as goods
  - b) not difficult
  - c) not possible normally
  - d) none of these.
- viii) Which of the following is not a service quality dimension ?
- a) Tangibility
  - b) Assurance
  - c) Visibility
  - d) Reliability.
- ix) The peak and trough of demand in services can be managed by
- a) Pricing based promotions
  - b) Discounts
  - c) Discriminating pricing
  - d) all of these.

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x) Services are ..... and ..... simultaneously.

a) despatched, packed      b) produced, consumed

c) stored, consumed      d) none of these.

xi) The three extra *P*'s in Service Marketing Mix are

a) Policy, Production & Purchase

b) Personality, Perception & Property

c) People, Physical evidence & Process

d) none of these.

xii) Services encounter means

a) interaction between buyer & seller of services

b) interaction between two customers

c) interaction among a group of customers

d) none of these.

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**GROUP – B**  
**( Short Answer Type Questions )**

Answer any *three* of the following.  $3 \times 5 = 15$

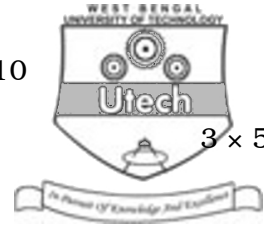
2. Explain the concept of service gap.
3. What are the different service pricing strategies that a firm can adopt ?
4. Trace the reasons for the phenomenal growth of the service sector in India.
5. Discuss the process of service delivery.
6. Discuss the significance of people in the service marketing mix.

**GROUP – C**  
**( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

7. Discuss the Integrated Gap Model of Service quality and suggest how customers' gap and producer's gap can be effectively closed.  $10 + 5$

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8. Write notes on any *three* of the following :

3 × 5

- a) Service Quality
- b) Service Triangle
- c) Service Scope
- d) Significance of CRM in service industry
- e) Zone of Tolerance.

9. Choose any service sector which you feel has grown in the recent past, and discuss the reasons for growth, its prospects, current status and challenges faced by the sector.

10. a) State why promotion of services is considered to be difficult.

b) Which media would you recommend to promote the following services ?

- i) Life insurance policies
- ii) Beauty parlour
- iii) Travel and tour operator
- iv) Diagnostic and pathology centre
- v) Income tax department of government. 5 + 10



11. a) What are the factors responsible for designing an effective service intermediary channel ?

b) How is channel flow in service markets controlled ? 8 + 7

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