



Name :

Roll No. :

Invigilator's Signature :

CS/MBA(New)/SEM-4 FT & 6 PT/MM-405/2011

2011

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) Blueprinting of services is
 - a) a plan of service design made in blue ink
 - b) a type of printing technology
 - c) a production method
 - d) a map of service providing.
- ii) SERVQUAL is
 - a) a scale for measuring service delivery
 - b) a scale for measuring service quality
 - c) a scale for determining service price
 - d) none of these.



- iii) Reduction of gap between consumer expectation and management perception is the objective of
- a) Seven Gap model
 - b) Gronroos service quality promotions
 - c) PZB service quality model
 - d) Cronin & Taylor's SERVPERF model.
- iv) Which of the following is not a service feature ?
- a) Intangibility
 - b) Homogeneity
 - c) Inseparability
 - d) Perishability.
- v) The peak and trough of demand in services can be managed by
- a) discounts
 - b) pricing based promotions
 - c) discriminatory pricing
 - d) all of these.
- vi) Customer Lifetime Value is an estimation of
- a) the perceived value of a product/service by a customer in his lifetime
 - b) the value that the customer perceives about his life
 - c) the value of the customer to the company
 - d) the total value of the service offered to the customer in his lifetime.
- vii) Physical evidence helps us to get an idea of
- a) customer dissatisfaction
 - b) service quality
 - c) physical services
 - d) none of these.



- viii) The ability of the service provider to accurately perform the promised service is referred to as
- a) Assurance
 - b) Responsiveness
 - c) Reliability
 - d) Tangibility.
- ix) The risk faced by a consumer when he needs to pay for service from his own sources is termed as
- a) Physical risk
 - b) Social risk
 - c) Financial risk
 - d) Time risk.
- x) Interactive voice mail service is a
- a) remote encounter
 - b) phone encounter
 - c) face to face encounter
 - d) none of these.
- xi) Which of the following pricing strategy includes convenience pricing ?
- a) Cost based pricing
 - b) Demand based pricing
 - c) Competition based pricing
 - d) Value added pricing.
- xii) Which of the following characteristics hinders a service from being produced and marketed in different places ?
- a) Inseparability
 - b) Intangibility
 - c) Perishability
 - d) Reliability.



GROUP – B

(Short Answer Type Questions)

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

2. State the significance of 'servicescape' towards service delivery process.
3. Explain the concept of Zone of Tolerance.
4. Explain the tangibility-intangibility continuum.
5. Explain the concept of Customer Lifetime Value and its significance to a service firm.
6. What are the practical difficulties encountered in pricing of services ?

GROUP – C

(Long Answer Type Questions)

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

7. What is "Physical Evidence" ? What are the types and roles of Servicescapes ? Write a short note on guidelines for servicescape strategies. $4 + 6 + 5$
8. What do you mean by service quality ? Discuss in detail the "Integrated Gap Model" of service quality. How can you measure and improve service quality ? $3 + 7 + 5$
9. What is the role of "People" in service ? How do you position services ? Write a note on "Customer as co-producer". $5 + 6 + 4$
10. Discuss Customer Relationship Management (CRM) in service context. In view of the thriving hotel and tourism sector, what should a tour operator do to establish long term relationships with foreign tourists arriving in India ? Write a note on the approaches to pricing. $4 + 7 + 4$
11. How will you plan to promote the following services ?
 - a) Educational services
 - b) Mobile telephony
 - c) Hospitality services. $5 + 5 + 5$