



Name : .....  
Roll No. : .....  
Invigilator's Signature : .....

**CS/MBA (N)/SEM-4(FT) & 6 (PT)/MM-405/2012**

**2012**

**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) Because services depend on who provides them and when and where they are provided, services are highly
    - a) perishable
    - b) inseparable
    - c) variable
    - d) intangible.
  - ii) Flower of service model explains core service at middle with petals containing ..... supplementary services.
    - a) external
    - b) facilitating
    - c) interactive
    - d) none of these.
  - iii) Keeping inventory for services is
    - a) as difficult as goods
    - b) not difficult
    - c) not possible
    - d) none of these.



- iv) In a hotel tariff card is
  - a) promotion element
  - b) product element
  - c) tangible physical element
  - d) none of these.
- v) The peak and trough of demand in services can be managed by
  - a) price based promotions
  - b) discounts
  - c) discriminatory pricing
  - d) all of these.
- vi) Physical evidence helps us to get an idea about
  - a) customer dissatisfaction
  - b) service process
  - c) service quality
  - d) none of these.
- vii) Beauticians find it difficult to market their production because the customer must be involved in the production of the product (i.e., the facial). This problem illustrates which of the following unique characteristics of services ?
  - a) Intangibility
  - b) Inseparability
  - c) Perishability
  - d) Heterogeneity.
- viii) After returning from a consultation with her accountant, Nisha determined that the service she received was poor because the accountant was rude and abrupt. The aspects of the product that Nisha assessed are called..... qualities.
  - a) search
  - b) experience
  - c) credence
  - d) tangible.



- ix) A high-contact service is one in which
- the customer and service provider must meet frequently
  - the customer must be physically present to receive the service
  - the service provider must be present when the service is provided
  - a great deal of physical touching is required.
- x) Factor contributing for growth of service sector is
- longer life expectations
  - changing social and cultural values
  - higher per capita income
  - none of these.
- xi) "People" as referred in 7 P's of service marketing consists of
- |               |                   |
|---------------|-------------------|
| a) customers  | b) employee       |
| c) management | d) none of these. |
- xii) Blueprinting of services is
- a plan of service design made in blue ink
  - a type of printing technology
  - a production method
  - a map of service providing.

**GROUP – B**

**( Short Answer Type Questions )**

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

- Trace the reasons for the phenomenal growth of service sector in India.
- Explain the tangibility-intangibility continuum.
- How can layout of any industry create an impact in the mind of the consumer ? Discuss with an example.



5. Discuss the Integrated GAP Model of Service Quality in detail.
6. Examine the different strategies to manage the demand and supply mismatch in service delivery.

**GROUP – C**

**( Long Answer Type Questions )**

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

7. How are the service prices different ? Many banks are now targeting HNIs for expanding their business. In view of competitive banking environment, what should a bank do to establish long term relationships with customers in the target segment ?  $6 + 9$
8. a) What factors influence customer satisfaction ?  
b) Discuss the guidelines to be kept in mind for developing an effective promotional campaign for a people based service. Elaborate your answer with an example.  $6 + 9$
9. How will you plant to promote the following services ?  $3 \times 5$ 
  - a) Medical tourism services
  - b) Event management services
  - c) Beauty clinic and personal care services.
10. How does a customer respond to service failure ? Indicate the role of services recovery in managing customer satisfaction. Explain the steps involved in services recovery process.  $4 + 5 + 6$
11. Write short notes on any *three* of the following :  $3 \times 5$ 
  - a) Pricing strategies for services.
  - b) Importance of physical evidence in service marketing.
  - c) Zone of tolerance.
  - d) Concept of blueprints in service marketing.
  - e) Role of electronic channels in service distribution.