	Utech
Name :	
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Invigilator's Signature :	

CS/MBA (NEW)/SEM-4 (FT)/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:

 $10 \times 1 = 10$

- i) In service marketing, 'Service scape' refers to one particular marketing mix element, *i.e.*
 - a) Physical evidence
- b) Process

c) Place

- d) Promotion.
- ii) GAP 3 in the GAP model can be taken care of by concentrating on one particular marketing mix element *i.e.*
 - a) Promotion
- b) Price

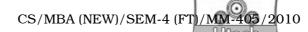
c) Place

d) People.

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iii)	Toda	oday's augmentation is tomorrow's			
	a)	expectation	b)	potential	
	c)	experience	d)	promotion.	
iv)	Cus	tomer Retention is or	ne of the	e objectives of	
	a)	CRM	b)	GAP model	
	c)	SERVQUAL model	d)	SERVLOYAL model.	
v)		is topmos	t stage i	in the ladder of loyalty.	
	a)	Client	b)	Advocate	
	c)	Prospect	d)	Customer.	
vi)	dist	fact that service inc ribution channnel racteristic feature of	•	mostly follows zero-level be attributed to its	
	a)	Intangibility	b)	Inseparability	
	c)	Heterogeneity	d)	Perishability.	
vii)	The	service industry has	been ti	ransformed by	
	a)	international compe	tition		
	b)	information technolo	ogy		
	c)	demographic shifts			
	d)	all of these.			
viii)) In which stage of economic activity do services f apear ?				
	a)	Secondary	b)	Tertiary	
	c)	Quaternary	d)	Quinary.	
ix)		- 0		of four features. Which	
		of the four features package?	listed h	oelow is not included in	
	a)	Explicit services	b)	Supporting facility	
	c)	Implicit services	d)	Cost of service.	
15 (MDA)					



- x) Which of the following is not true of services?
 - a) The customer is the input
 - b) The customer takes an active part in the service
 - c) A service can be inventoried
 - d) Production and consumption occur simultaneously.
- xi) A hospital is an example of a service process that has
 - a) high degree of labour intensity and low degree of customization
 - b) low degree of labour intensity and low degree of customization
 - c) high degree of labour intensity and high degree of customization
 - d) low degree of labour intensity and high degree of customization.
- xii) Consumers' service expectations are influenced by advertising, word-of-mouth communication, and
 - a) recommendations from friends
 - b) past experiences with the service
 - c) news stories about the service
 - d) the tangibles of the service.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following.

 $3 \times 5 = 15$

- 2. Explain service marketing triangle concept.
- 3. Elaborate the reasons for the phenomenal growth of the Service Sector in India.

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- 4. Explain why standardization is important in services although it is difficult to achieve.
- 5. What are the stages in the service life cycle?
- 6. Describe the stages of new service development.

GROUP - C

(Long Answer Type Questions)

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

- 7. What is service recovery? Explain the steps in service recovery. 5 + 10
- 8. Discuss with examples the elements of the extended marketing mix for services.
- 9. How are the service prices different? Many banks are now targeting HNI's 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
- 10. 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. 6 + 9
- 11. How will you plan to promote the following services? 3×5
 - a) Logistics services
 - b) An event management service
 - c) A beauty salon.