



Name :

Roll No. :

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 × 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.



- iii) Today's augmentation is tomorrow's
 - a) expectation
 - b) potential
 - c) experience
 - d) promotion.
- iv) Customer Retention is one of the objectives of
 - a) CRM
 - b) GAP model
 - c) SERVQUAL model
 - d) SERVLOYAL model.
- v) is topmost stage in the ladder of loyalty.
 - a) Client
 - b) Advocate
 - c) Prospect
 - d) Customer.
- vi) The fact that service industry mostly follows zero-level distribution channel can be attributed to its characteristic feature of
 - a) Intangibility
 - b) Inseparability
 - c) Heterogeneity
 - d) Perishability.
- vii) The service industry has been transformed by
 - a) international competition
 - b) information technology
 - c) demographic shifts
 - d) all of these.
- viii) In which stage of economic activity do services first appear ?
 - a) Secondary
 - b) Tertiary
 - c) Quaternary
 - d) Quinary.
- ix) The service package consists of four features. Which one of the four features listed below is not included in the package ?
 - a) Explicit services
 - b) Supporting facility
 - c) Implicit services
 - d) Cost of service.



- 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.

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