Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/MBA/SEM-(4FT & 6PT)/MM-405/2013

2013
SERVICES 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)   Reliability of service provider is

a)   Less important dimension

b)   Quantity dimension

c)   Quality dimension

d)   None of these.

ii) the acronym e-CRM stands for

a)   emphasized customer relationship management

b)   electronic customer relationship management

c)   emerging customer relationship management

d)   none of these.

25015 (MBA)   [Turn over

iii) In service marketing internal marketing is performed in between

a) Top management and employee

b) Top management and customer

c) Customer and employee

d) None of these.

iv) In the marketing mix for services, there are

a) Four elements   b) Six elements

c) Seven elements   d) None of these.

v) 'Over promising' is part of

a) Gap I   b) Gap III

c) Gap IV   d) None of these.

vi) Consumer's service expectations are influenced by

a) advertising   b) word-of-mouth

c) communication   d) all of these.

vii) Which one of the following is a relationship marketing ?

a) Network marketing

b) Database marketing

c) Internet marketing

d) Transaction marketing.

viii) Which of the following is not a part of a Service product ?

a) Core product   b) Facilitating services

c) Enhancing services   d) Responsibility.

ix) Which of the following dimensions is not used to weigh & evaluate the benefits of the alternatives available in choosing a service to accept ?

a) Experience attribute   b) Knowledge attribute

c) Credence attribute   d) Search attribute.
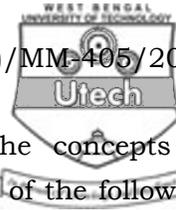
x) Service marketing triangle explains the concepts of three types of service marketing. Which of the following is not part of these three types ?

    a) External marketing   b) Search marketing

    c) Internal marketing   d) Interactive marketing.

xi) Select the wrong statement associated with Quality management :

    a) Customer driven quality standards

    b) Empowerment of top management as quality supervisor

    c) Addressing both external and internal

    d) Continuous measurement and improvement customers needs.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.   3 × 5 = 15

2. Explain zone of tolerance with example.

3. Describe the concept of service triangle.

4. "People, one of the service marketing mix elements not just refers to front line employees, but also the customers". Explain this statement by taking any service as an example.

5. Briefly explain the impact of technology in the service sector by taking into consideration a service firm.

6. Why are pricing of services difficult in comparison to goods ?

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.   3 × 15 = 45

7. What is integrated gap model ? In this model what are the gaps, what are the problems associated with each of these gaps and the suggested solution for these problems ?

8. How will you plan to promote the following services ?
    i)   A logistic service
    ii) An event management service
    iii) A beauty salon.

9. a) What are the factors to be considered for effective service distribution ?
    b) State the role of electronic channels in service distribution.
    c) Prepare a design to effectively distribute teleshopping service.   5 + 5 + 5

10. a) What is Basic Service Package (BSP) ? Explain the issues involved in the development of BSP.
    b) What are the stages in a service life cycle ? How can they be managed ?
    c) What is service branding ? What are the qualities of a good service brand ?   5 + 5 + 5

11. Write short notes on any *three* of the following :   3 × 5
    a) Service encounter.
    b) Customer life time value.
    c) Service flower.
    d) Steps in service recovery.
    e) Strategies to manage demand and supply mismatch in service delivery.