

Time: 2 ½ Hours

Max. Marks: 75

Instructions: All Questions are compulsory.
Figures to the right indicates maximum marks

Q1. A) Answer true or false (any eight)

08

- 1) Services are not consumed and created simultaneously.
- 2) In habitual buying behaviour there is low involvement of the consumer and there are few differences between brands.
- 3) Internal marketing represents the promise which organisations make to their customers with reference to different products and services.
- 4) Market segmentation is clubbing of market into groups.
- 5) Undifferentiated segment means no recognition of distinct segment.
- 6) Process, price and people are the extended P's of marketing.
- 7) Airports, hospitals are low contact services.
- 8) Process in services refer to the actual procedures, mechanisms, and flow of activities by which the service is delivered.
- 9) Customer action takes place between line of visibility and line of interaction.
- 10) Service recovery efforts play a crucial role in achieving and restoring customer satisfaction.

Q1 B) Match the columns (any seven)

07

- | | |
|---------------------------------|--|
| 1) High involvement | a) services cape & atmospheric |
| 2) Service gap | b) knowledge gap |
| 3) Customer Involvement | c) perception gap |
| 4) Physical evidence | d) complex buying behavior |
| 5) Gap I | e) variation in adequate & desired service |
| 6) Franchising | f) Un-ethical Practice |
| 7) External marketing | g) motivates consumers |
| 8) Zone of tolerance | h) distribution of service |
| 9) Gap V | i) promise to the customer |
| 10) Distortion of facts service | j) difference between expected & perceived |

Q2.

- a) State the factors that have led to the growth of services in Modern economy. **08**
- b) Explain the distinctive characteristics of services **07**

OR

- c) Explain the service marketing Triangle and discuss the importance of internal marketing. **08**
- d) Discuss the importance of Positioning for services and state the approaches that can be adopted for positioning, **07**

Q3

- a) State pricing objectives and explain the different methods of pricing. 08
- b) Elaborate the importance of people mix and discuss the role of people in services. 07

OR

- c) Evaluate the different promotion and communication methods that can be adopted for marketing of services. 08
- d) State the importance of Physical evidence and discuss the elements of physical evidence in brief. 07

Q4.

- a) Define service productivity and discuss the methods that organizations can adopt for managing productivity. 08
- b) Explain the different service quality Gaps with help of a Gap model. 07

OR

- c) Explain the strategies for Managing Capacity constraint and Demand fluctuation. 08
- d) Discuss the importance of Benchmarking for the service sector and explain the levels of benchmarking. 07

Q5. Write a note on (any three)

15

1. Recent Trends in Health care Industry
2. Factors Favouring Transnational Strategy
3. International and Global strategies in service marketing
4. Challenges of Education sector
5. Unethical practices in service sector
