

Time : 2½ hrs

Total Marks: 75

Instructions:- All questions are compulsory

Figures to the right indicate full marks

Q1. A) Choose the correct option from the multiple choices (any Eight) (08)

- 1) When services do not have any accompanying goods they are called,
a) Intangible goods b) Tangible services c) Pure services d) perishable services
- 2) _____ Qualities are difficult or impossible to evaluate even after consumption or usage.
a) Experience b) Credence c) Search d) none of the above
- 3) Internal marketing is also referred to as _____ the promise.
a) Setting b) delivering c) Enabling d) keeping
- 4) Service gap is the gap between expected service and _____ service.
a) Future b) desired c) adequate d) perceived
- 5) Zeithmal developed research tool called _____ to measure customer satisfaction and understand how customer perceives value in a service.
a) Gap model b) Zone of tolerance c) service triangle d) SERVQUAL model
- 6) "Unused or underutilised services are economic waste" is a result of _____ characteristic of service.
a) Perishable b) heterogeneous c) Inseparable d) transferable
- 7) Which of the following is not a tangible dominant.
a) Soap b) automobile c) mobile phone d) investment banking
- 8) The service marketing triangle suggests that there are _____ type of marketing that must be successfully carried.
a) 2 b) 3 c) 4 d) None of the above
- 9) When level of involvement is temporary in nature & is specific to a particular need it is called as _____ involvement.
a) Enduring b) Situational c) habitual c) continuous
- 10) _____ pricing method encourages a customer to expand his dealings with the service provider.
a) Bundling b) Relationship c) benefit driven d) Flat rate

B) Answer true or false (any seven)

(07)

- 1) Physical evidence is not an extended 'P' of service marketing.
- 2) Moment of truth is a service encounter where the customer interacts face to face with the service provider.
- 3) Spamming is not always considered an unethical practice in service marketing.
- 4) Two services are not the same that means they are Inseparable.
- 5) Services can be branded but cannot be patented.
- 6) Supplementary services provide the necessary differentiation and enhances value and appeal of the core service.

- 7) Customers do not participate in the production process of the service.
- 8) A blue print should create a script for the employees as well as the customers that can help in identifying potential problems or failures.
- 9) Customer action takes place between line of visibility and line of interaction.
- 10) Car rentals, vending machines and telecommunications are highly tangible services.

Q2. Answer the following questions

- a) Evaluate the factors that have led to the growth of service sector in India (08)
- b) Define services and explain the concept of Goods and Service Continuum (07)

OR

- c) What are the major challenges faced in marketing of services with respect to its unique characteristics? (08)
- d) Explain the service marketing triangle and how it is critical to successful service marketing. (07)

Q3. Answer the following questions

- a) What are the different ways of distributing services? Evaluate the benefits and challenges of franchising as an option (08)
- b) Discuss the different strategies and methods that can be adopted for effective pricing of services. (07)

OR

- c) Explain the concept of the service flower used while conceptualizing a service product (08)
- d) Bring about the importance of Human resource/people in a service industry especially with respect to the roles that they perform. (07)

Q4. Answer the following questions

- a) Define service productivity and discuss the methods that organizations can adopt for managing productivity (08)
- b) Explain the benefits of Benchmarking and state the different levels of benchmarking. (07)

OR

- c) Explain the GAP model of service quality with the help of a diagram. (08)
- d) State strategies that can be adopted to overcome demand and capacity constraints. (07)

Q5. a) What is Transnational Strategy and what are its features also state the factors favouring transnational strategy. (15)

OR

- b) Write a note on (any three) (15)
 - i. Recent Trends in Health care sector
 - ii. Unethical Practices in Service Sector.
 - iii. Impact of service recovery
 - iv. Blueprinting
 - v. Positioning strategy for services