

Program/Sem: **T.Y.B.M.S – Sem - V** Course: **Services Marketing**

Program Code: 2M00155 Course Code: 46004

Duration: 2 ½ Hour Date: 06 NOV 2025 Max. Marks: 75

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

**Q. 1** **Attempt the following.**

A. Fill in the blanks with an appropriate answer from the alternatives given. (Any 8) [08]

i). The environmental factors are \_\_\_\_\_.

(a) controllable (b) uncontrollable

(c) stable (d) fixed

ii). Service marketing triangle was developed by \_\_\_\_\_.

(a) Marry Parker (b) Philip Kotler

(c) Christian Gronroos (d) Hem Jackson

iii). Which of the following is NOT part of the Services Marketing Triangle?

(a) Company (b) Customers

(c) employee (d) Intermediaries

iv). When perceive quality is higher than expected quality it results into \_\_\_\_\_.

(a) dissatisfied customer (b) delighted customer

(c) disguise customer (d) satisfied customer

v). The goods-service continuum represents:

(a) Only physical goods (b) A mix of goods and services

(c) Products only (d) Manufacturing process

vi). \_\_\_\_\_ is the fastest growing sector of the Indian economy.

(a) Service sector (b) Primary sector

(c) Secondary sector (d) Artisans

vii). Purchase of car includes \_\_\_\_\_ of customer.

(a) no involvement (b) medium degree involvement

(c) high degree involvement      (d) low degree involvement

viii) \_\_\_\_\_ is not part of the marketing mix

(a) Price      (b) Place  
(c) Placement      (d) Promotion

ix). A good brand name must be \_\_\_\_\_.

(a) similar      (b) distinctive  
(c) complex      (d) difficult

x). The example of pure services is \_\_\_\_\_.

(a) laptops      (b) restaurants  
(c) consultancy      (d) mobile phones

**B. True or False: (Any 7)**

[07]

- i). Services can only be distributed through electronic channels.
- ii). Skimming pricing begins with low pricing and tends to increase with growth stage.
- iii). Marketing mix is the mixture of controllable marketing variables that the firm uses to pursue the sought level of sales in the target market.
- iv). The family is the major influencer on consumer behavior.
- v). Service is performed not manufactured.
- vi). Moment of truth is a service encounter where the customer interacts face to face with the service provider.
- vii). Customers do not participate in production of service.
- viii) Physical evidence is not an extended 'P' of service Marketing.
- ix). Intangibility is a challenge in service marketing
- x). Berry, Parasuram and Zeithmal conducted an extensive research in service quality and identified 10 criteria used by consumers in evaluating service quality.

**Q. 2      Attempt either A or B.**

[15]

A. a) Distinguish between Goods & Services. [08]

b) Explain the service marketing triangle with the help of a diagram. [07]

**OR**

B. c) Discuss the role of services in the modern economy. [08]  
d) Explain the distinctive characteristics of service. [07]

**Q. 3 A Attempt either A or B.** [15]

a) Explain the flower of service concept with reference to the banking sector. [08]  
b) Explain the objectives and strategies of pricing with reference to the service industry. [07]

**OR**

B. List 7 P's of marketing with special reference to services. [15]

**Q. 4 A. Attempt either A or B.** [15]

a) Explain the different determinants of quality in the service sector. [08]  
b) What is benchmarking? Explain different levels of Benchmarking. [07]

**OR**

B. Explain the GAP model of service quality. State in brief the ways to overcome each gap. [15]

**Q. 5 Attempt either (A and B) or C.** [15]

A. What are the recent trends in marketing services in the education sector? [08]  
B. Explain the unethical practices in service marketing with suitable examples. [07]

**OR**

**C. Short Note: (Any 3) (5 marks each)** [15]

a) Zone of tolerance  
b) Determinants of SERVQUAL Model  
c) Moment of truth  
d) Goods and Services Continuum  
e) Customer involvement

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