

Program/Sem: T.Y.B.M.S – Sem - V Course: Services Marketing
Program Code: 2M00155 Course Code: 46004

Duration: 2 ½ Hour

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 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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