

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