

21/11/19

TYBMS Sem-V

Paper / Subject Code: 46004 / Marketing: Services Marketing

2M00155

Time: 2½ Hrs.

Marks: 75

- N.B. 1. All questions are compulsory**
2. Figures to the right indicate marks.

Q.1. (A) Match the column (any Eight)

(08)

	Group A		Group B
A	Produced & consumed at same place	1	Perishability
B	Services cannot be stored	2	Customer involvement in process
C	People Based Services	3	The graphical depiction of a service
D	Self Service	4	Creates individuality in the product
E	Service Scape	5	Service Marketing strategy
F	Blue print	6	Labour intensive
G	Branding	7	An instrument to measure customer satisfaction level
H	Service marketing triangle	8	Setting standards
I	SERVQUAL	9	Physical environment of service
J	Benchmarking	10	Inseparability

Q.1. (B) State where the following statements are true or false (any seven)

(07)

- Teaching is a high contact service.
- Services are Homogeneous.
- Customers do not participate in the production process of services.
- Services can be patented.
- The role of Public Relations is to build and maintain image of service marketer.
- SERVQUAL is developed by Parasuraman, Zeithaml and Berry.
- Misleading claims backed by poor service performance is one of the ethical issues in service marketing.
- The transnational strategy is a combination of the global strategy, the multinational strategy and the international strategy.
- Price plays vital role in the marketing mix because it gives perception of the quality.
- Process, price and people are the extended P's of marketing.

Q.2. (A) Explain the distinctive characteristics of services and its implications.

(08)

(B) Distinguish between: Goods marketing and Services Marketing

(07)

OR

75705

Page 1 of 2

(C) What are the different ways of distributing services? Explain the role played by Franchising in distributing services.

(D) What is service mapping? Explain the four lines of service map

(08)

(07)

Q.3. (A) Explain the Gap Model of service quality.

(B) Explain the strategies for managing capacity to match demand.

(08)

(07)

OR

(C) Explain the concept of service productivity and evaluate ways to improve productivity

(08)

(D) What is Service Quality? What are the five dimensions of quality?

(07)

Q.4. (A) what are the international and global strategies in services marketing?

(08)

(B) Explain the concept of zone of tolerance with an appropriate example

(07)

OR

(C) What are the recent trends in marketing of services in Banking?

(08)

(D) What are the unethical practices in service marketing with suitable examples?

(07)

Q.5. (A) Explain the different elements and factors favouring adoption of transnational strategy

(15)

OR

Q.5. Write a short note on any Three of the following

(15)

- a) Options for Service delivery
- b) Importance of people in service delivery.
- c) Variations in customer involvement
- d) Moment of Truth
- e) Challenges faced by Service Marketer.
