25/10/24   BMS — Licy.

DURATION: 2½ Hours   **Maximum Marks: 75**

Q.1.A. Choose the appropriate alternative and fill in the blanks (any 8)   (08)

1. What is a key characteristic of services?

A) Tangibility   B) Inconsistency   C) Durability   D) Ownership

2. Which of the following is an example of a service?

A) Smartphone   B) Restaurant meal   C) Book   D) Furniture

3. What does the term "service quality" refer to?

A) The tangible aspects of a service
B) The customer's perception of the service
C) The price of the service
D) The number of services offered

4. Which of the following is NOT one of the 7 Ps of service marketing?

A) Product   B) Process   C) People   D) Packaging

5. In the service marketing mix, what does "people" refer to?

A) The target market   B) The service environment
C) Employees and customers   D) Competitors

6. What is "service recovery"?

A) The process of improving service efficiency
B) The actions taken to rectify a service failure
C) The marketing of new services
D) The analysis of customer feedback

7. What is "perishability" in the context of services?

A) Services can be stored for later use   B) Services cannot be inventoried
C) Services have a fixed price   D) Services can be produced in bulk

8. Which of the following is a method for measuring service quality?

A) SWOT analysis   B) SERVQUAL model
C) PEST analysis   D) BCG matrix

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09. What is the main focus of internal marketing?

A) Attracting new customers   B) Retaining existing customers
C) Empowering employees   D) Increasing profit margins

10 .In service marketing, what does "service blueprinting" refer to?

A) The financial planning for service delivery
B) A detailed mapping of service processes
©) The marketing strategy for new services
D) The design of physical service locations

Q.1.B. State True or False (Any Seven)   (07)

1. Services are tangible products that can be touched and stored.

2. Inseparability means that services are produced and consumed simultaneously.

3. Service quality is solely determined by the price of the service.

4. Internal marketing focuses on training and motivating employees to provide better service.

5. Services usually cannot be patented because they are intangible except new and nonobvious

6. Service recovery strategies are not necessary if a service failure is infrequent

7. The SERVQUAL model measures service quality based on customer perceptions and expectations.

8. Service blueprints are useful for visualizing the customer journey and identifying potential service failures.

9. Employees play a critical role in delivering services and influencing customer satisfaction.

10. Customer feedback is irrelevant in service marketing as services are always standardized.

Q2	a)	Explain the unique features of Services.	(08)
	b)	Explain service Marketing Triangle with a suitable example.	(07)

<div align="center">OR</div>

	c)	What are the different challenges of service marketing? Explain how to overcome those challenges.	(15)

Q3	a)	Explain the different attributes of Physical evidence	(08)
	b)	Explain service mapping and flowcharting with reference to service industry	(07)

<div align="center">OR</div>

	c)	Explain in brief the 7Ps of service marketing.	(15)

Q4 a) How can innovation enhance the customer experience in service delivery? (08)

b) Explain the concept of TQM with reference to service industry. (07)

OR

c) Explain the SERVQUAL model with reference to insurance industry. (15)

Q5 a) Why are ethical considerations particularly important in service delivery? (08)

b) Explain the recent trends in the Banking sector (07)

OR

c) Short notes (any 3) (15)

i. Type of contact

ii. Branding in service industry

iii. Service recovery

iv. Zone of tolerance

v. Benchmarking in service industry

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