

**DURATION: 2½ Hours**

**Maximum Marks: 75**

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

1. Service marketing become difficult because of .....
  - a. Intangibility
  - b. No demand
  - c. More complex market
  - d. Difficult to enter market
2. Service are characterized by all of the following characteristics except for .....
  - a. Intangibility
  - b. Homogeneity
  - c. Perishability
  - d. Inseparability
3. Green marketing is a part of .....
  - a. Social marketing
  - b. Service marketing
  - c. Relationship marketing
  - d. Rural marketing
4. Customer satisfaction can be defined by comparing
  - a. Predicted service and perceived service
  - b. Predicted service and desired service
  - c. Desired service and perceived service
  - d. Adequate service and perceived service
5. Which of the following is not a service?
  - a. Insurance
  - b. Mail delivery
  - c. Medical checkup
  - d. None of these
6. A buyer's perception of value is considered a trade-off between
  - a. Product value and psychic cost
  - b. Total customer value and total customer cost
  - c. Image value & monetary cost
  - d. Service value and monetary cost
7. Solutions used to minimize the marketing problems attributed to heterogeneity include
  - a. Standardizing the service
  - b. Using multi-site location
  - c. Stressing tangible clues
  - d. None of these
8. Which of the following is not an objectives of service marketing?
  - a. Promoting customer satisfaction
  - b. Building trust
  - c. Establish uniform price
  - d. None of these

9. Which of the following is not included in seven Ps of the marketing mix given by Booms and Bitner?

- a. Process                      b. People                      c. Politics                      d. Physical evidence

10. The following is not ways in which intangibility can be overcome

- a. Visualization                      b. Association  
c. Documentation                      d. Situation

Q.1.B. State True or False (Any 7)

(07)

1. Intangibility is the primary characteristics that distinguishes services from goods
2. Service encounter is a part of day to day work for the services providers.
3. Customers should be treated royally as they are termed as king in marketing.
4. Empathy is the key quality parameter in service.
5. Service providers often rely more on personal selling than product marketers.
6. Services can be returned or exchanged like physical products.
7. The concept of perishability in service marketing means that services cannot be stored for later use.
8. Customer experience plays a crucial role in service marketing strategies.
9. Technology plays no significant role in service delivery and marketing strategies.
10. Intangibility is a unique characteristic of services that affects how they are marketed.

Q2 a) Explain the features of services

(08)

b) Distinguish between goods marketing and service marketing

(07)

OR

c) How do services serve as the largest source of employment in the economy? Discuss the Factors contributing to this trend."

(15)

Q3 a) Explain the factors influencing consumer's behavior with references to services.

(08)

b) Analyze the STP (Segmentation, Targeting, and Positioning) process in service Marketing.

(07)

OR

c) "Explain the concepts of service failure and the recovery process, highlighting their impact on customer satisfaction and loyalty."

(15)

- Q4 a) Describe the types of demand in services with an example. (08)  
b) Discuss various promotion strategies used in service marketing and their effectiveness in engaging customers. (07)

OR

- c) Analyze the role of pricing in service marketing and its significance in influencing Customer perception and demand. (15)

- Q5 a) Explain service gaps analysis in detail (08)  
b) Describe the recent trends in telecommunication industry (07)

OR

- c) Write short notes (any 3) (15)  
i. Front end staff  
ii. Goods – Service continuum  
iii. Service Encounter  
iv. Tourism sector  
v. Quality dimensions
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