

Time 21/2 Hrs.

Marks 75

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

Q 1 A. State whether the following are true or False. (Any Eight) (08)

- 1) Tickets to a concert that never get sold are an example of perishability characteristic of service.
- 2) Learning comes only through education.
- 3) Services move through channels of distribution and cannot be delivered to the potential customers directly.
- 4) Lifestyle refers to the way individuals stay in a country.
- 5) A service blueprint is a flowchart of service process.
- 6) Reliability means the power of understanding the customers feelings and needs.
- 7) In order to manage fluctuating demand a clear understanding of demand pattern is needed.
- 8) Aggressive promotion through telemarketing is one of the unethical issue in service marketing.
- 9) Drivers of transnational strategy in service marketing are market, technology and cost.
- 10) Intangible represents the physical evidence of the service provider.

Q.1.B. Answer the following questions by choosing the correct alternative. (Any Seven) (07)

- 1] In -----pricing the services are introduced at a low price to attract more customer at entry point.
a] Skimming b] Differential c] Penetration d] Psychological
- 2] The characteristic of being produced and consumed simultaneously is known as-----
a] Inseparability b] Homogeneity c] Perishability d] Communication
- 3]----- is flowcharting of a service operation.
a] Redprint b] Yellow Print c] Blueprint d] Whiteprint
- 4] ----- is applicable to our social economic political and religious activities.
a] Good conduct b] Ethics c] Discipline d] Cultural
- 5] Service productivity can be defined as the ratio of -----
a) Customer satisfaction to customer expectations b) Service outputs to service inputs
c) Tangibles to intangibles d) Quality of service to cost of service
- 6] When the firms service quality specifications do not match with the customers expectations then the -----gap occurs.
a] Standard b] Service performance c] Communication d] Responsiveness
- 7] The fact that a business traveler may have one very positive check-in experience at a hotel and then a very negative check-in experience with a different employee on a subsequent visit is evidence of service -----
a] intangibility. b] inseparability. c] variability. d] perishability.

- 8] -----tourism entails the sustainable preservation of a naturally endowed area or region.
a] Cultural b] Adventure c] Eco d] Global
- 9] -----creates a spirit of openness in marketing practices.
a] Values b] Accountability c] Responsibility d] Transparency
- 10] -----demand is nothing but the gap between the desirability and availability.
a] Latent b] Seasonal d] Recent d] Forecasting

Q.2.a Explain the concept of the 'Extended Marketing Mix' and critically analyze how the 3 additional 'Ps' impact the service offering. (08)

Q.2.b What are the major challenges faced by service marketers in a developing economy like India? (07)

OR

Q.2.c Differentiate between marketing of services and marketing of goods. (08)

Q.2.d Explain the positioning strategy adopted by service business. (07)

Q.3.a. Explain the service flower for Banking Service. (08)

Q.3.b. Describe the importance of 'Physical Evidence' in creating a positive customer experience. (07)

OR

Q.3.c. Explain different pricing strategies adopted by service Industry. (08)

Q.3.d. Explain various service delivery options with example. (07)

Q.4.a. Explain the 'Customer Gap' and how it can be bridged by a service organization. (08)

Q.4.b. Explain the concept of Total Quality Management (TQM) in service marketing. (07)

OR

Q.4.c. Explain various dimensions of service quality. (08)

Q.4.d. Explain the term 'Productivity' and state the causes of low productivity. (07)

Q.5 a. Explain the importance of ethics in service marketing.

b. Explain recent trends in the education industry.

OR

Q.5.c Write Short Notes (Any Three) (15)

1. SERVQUAL Model.
2. Service Environment
3. Service Tringle
4. Service Recovery Paradox
5. Perishability of Services
