

- Q.18 Discuss the significance of service innovation in sustaining competitive advantage.
- Q.19 Explain the role of people and process in the service marketing mix.
- Q.20 What are the main service pricing strategies? Give examples.
- Q.21 Discuss the importance of complaint handling and service recovery in customer retention.
- Q.22 Define Key performance Indicators (KPIs) and explain how they are used to evaluate service business performance.

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

- Q.23 Explain the concept of service Quality and discuss the various dimensions that determine it.
- Q.24 Elaborate on Marketing Strategies for services, focusing on segmentation, targeting, and differentiation.
- Q.25 Discuss in detail the role of technology and innovation in shaping modern service delivery systems.

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5th Sem / Business Management (Marketing)

Subject : Marketing of Services

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory (6x1=6)

- Q.1 Which of the following is NOT a challenge in services marketing?
- a) Intangibility b) Inseparability
c) Inventory control d) Persihability
- Q.2 Service quality primarily depends on:
- a) Price of the service
b) Customer expectations and perceptions
c) Advertising
d) Number of employees
- Q.3 The element of the 7Ps that involves “How a service is delivered” is:
- a) People b) Process
c) Place d) Product

- Q.4 Positioning in service marketing means:
- Selecting distribution channels
 - Creating a distinct image in customer's mind
 - Reducing service cost
 - Managing staff
- Q.5 Which of the following is an example of service innovation?
- Launching a new mobile app for banking
 - Reducing product price
 - Increasing store size
 - Hiring more employees
- Q.6 The main goal of service recovery is to:
- Retain dissatisfied customers
 - Increase market share
 - Lower production cost
 - Train employees

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 Fill in the blanks: Service cannot be stored; this feature is called_____.

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- Q.8 True or False: Customer participation plays an important role in the delivery of services.
- Q.9 Fill in the blank: Market Segmentation helps in identifying different _____ groups.
- Q.10 Complete the statement: Value based pricing in servicing is determined by the _____ perceived by the customer.
- Q.11 True or False: Ethical marketing practices are less important in the service sector.
- Q.12 Fill in the blank: Improving customer satisfaction directly leads to improved _____ performance.

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

- Q.13 Define Service marketing and explain its importance in today's economy.
- Q.14 Describe the characteristics of services that distinguish them from goods.
- Q.15 Explain how service quality can be measured using the SERVQUAL model.
- Q.16 What is service design? Discuss the key stages involved in developing a new service.
- Q.17 Explain the term customer satisfaction and its relationship with service quality.

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