



Online PGDM

Second Year, Trimester IV, June 2024

Course Name : Marketing of Services
Max Marks : 70

Course Code : 4108
Max Time : 2 hrs

Instructions for Students :

Section A : Objective Type Questions(2 marks each)

Max. Marks-20

1. Which of the following is not a tangible dominant
 - A. Detergents
 - B. Automobiles
 - C. Investment Management
 - D. Soft drinks

2. _____ is not an element of physical evidence
 - A. Employee dress
 - B. Employee training
 - C. Equipment
 - D. Facility design

3. _____ is not an element of people
 - A. Motivation
 - B. Teamwork
 - C. Flow of activities
 - D. Customer training

4. _____ is the difference between customer expectations and perceptions.
 - A. Customer delight
 - B. Customer satisfaction
 - C. Customer Gap
 - D. The supplier Gap

5. _____ can be characterized by pure service.
 - A. Teaching
 - B. Banking

- C. Saloon
- D. There is no such thing like a pure service

6. Intangibility, perishability, inseparability, & variability are the characteristics of _____

- A. Products
- B. Services
- C. Goods
- D. Both a& b

7. Which of the following is not a type of Service encounters ?

- A. Remote encounters
- B. check-in encounters
- C. Face-to-face encounters
- D. Check in Encounters

8. _____ is the main reason for difficulty in services marketing .

- A. Separability
- B. Intangibility
- C. Availability
- D. Demand supply Gap

9. Total customer value consists of all of the following components except _____

- A. Personal value
- B. Product value
- C. Service value
- D. Image value

10. _____ is an environment in which the service is delivered and where the firm and customer interact and any tangible components that facilitate performance or communication of the service.

- A. physical evidence
- B. process
- C. place
- D. people

Section B : Subjective Type Questions (Short Answer Questions 5 marks each) Max. Marks-10

1. **What is** services marketing Triangle ?
2. **How does** Molecular model helps in building relation ship between tangible and intangible components of a service firm's operation ?

Section C : Subjective Type Questions (Long Answer Questions)

Max.Marks-40

10 Marks Each :-

1. What is the implication of Gaps model of service quality in improving the performance of a service provider. Explain with examples.
2. What are the 7Ps of services marketing and how do they differ from 4 Ps of Product marketing?
3. What is Positioning Map in service marketing . How can positioning maps help to plot competitive strategy in service marketing ?
4. Write short notes on:-
 - A. Serv-qual model
 - B. Role of Intermediaries in service marketing
 - C. Role of CRM in Service marketing
 - D. Referral Marketing