

Online PGDM
Second Year, Trimester IV, September 2024

Course Name: Marketing Of Services
Course Code: 4108

Max Marks: 70
Max Time: 2 hrs

Instructions for Students: All questions are compulsory

Section A : Objective Type Questions

Max. Marks-20

- 1.** How does services differ from physical goods ?
 - A. They are done by people
 - B. They belong to operations of marketing
 - C. They are more difficult than producing physical goods
 - D. They are variable , intangible , inseparable and perishable

- 2.** Which one of the following is an example of hybrid service offering?
 1. Consulting
 2. massage
 3. restaurant meal
 4. car with a warranty

- 3.** The key components of the service marketing mix are broadly?
 - A. people, product , place
 - B. physical evidence, process, people
 - C. price, physical evidence, promotion
 - D. product, process, physical environment

- 4.** Which model is used to assess customer perception of service quality ?
 - A. CETSACLE
 - B. SERVQUAL
 - C. SERVPREF
 - D. DINESERV
 - E. RSQs

- 5.** Which of the following can be categorised as people processing services?
 - A. Health care
 - B. legal services

- C. Education
- D. Transportation

6. Some doctors charge patients for missed appointments because the service value existed only at that point and disappeared when the patient did not show up , is an example of which one of the following four service characteristics?

- A. Inseparability
- B. Intangibility
- C. Variability
- D. Perishability

7. _What are physical surroundings or the physical facility called where the service is produced,? delivered, and consumed.

- A. Servicescape
- B. Servicespace
- C. Serviceplace
- D. Servciescope

8. Which one of the following businesses would be characterised as a pure service.?

- A. Insurance
- B. Farming
- C. Mining
- D. There is no such thing as pure service

9. In services consumers tend to be more brand loyal than goods consumers because ?

- A. More choices are available
- B. Brand loyal lowers the amount of perceived risk
- C. Each service provider provides many brands
- D. Location of the provider is the major driver in the consumer selection process

10. Competitor's intelligence should be gathered

- A. Once a year
- B. Twice a year
- C. Continuously
- D. Every quarter

Section B : Subjective Type Questions (Short Answer Questions)

Max. Marks-10

1. What is services marketing positioning ?
2. How does Perceptual maps helps a service marketer to understand the market place , competition and target markets . Explain with example ?

Section C : Subjective Type Questions (Long Answer Questions)

Max.Marks-40

1. What is the implication of ServQual model of service quality in improving the performance of a service provider. Explain with examples.
2. What are the types of channels of distribution are adopted in services industry and how important are online channels in travel and tourism industry . Explain
3. How does Molecular model helps in building relation ship between tangible and intangible components of a service firm's operation ?
4. **Write short notes on:-**
 - A. Gaps model
 - B. Role of People element in health care industry
 - C. Role of CRM in Service marketing
 - D. Referral Marketing