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Candidate's Seat No : _____

M.Com. (HPP) (FFS) Sem.-2 Examination

CC - 6

Service Marketing

June 2022

Time : 2-00 Hours]

[Max. Marks : 50

Instructions: All Questions in **Section I** carry equal marks.
Attempt any **TWO** questions in **Section I**.

Section I

- Q.1(a)** Discuss 7Ps of service marketing mix. (10)
- Q.1(b)** Discuss Gap Model of Service Quality. (10)
- Q.2 (a)** Write a detailed note on service blueprint. (10)
- Q.2 (b)** Distinguish between transactional marketing and relationship marketing. (10)
- Q.3 (a)** Write a short note on employees' role in service delivery. (10)
- Q.3 (b)** Discuss managing demand and capacity. (10)
- Q.4 (a)** Discuss four value definition with reference to pricing strategies. (10)
- Q.4 (b)** Discuss various strategies to match the service promises with delivery. (10)

Section II

Q.5 Multiple Choice Questions (MCQs) (Answer any 10) (10)

1. Which of the following is NOT included in intangible dominant?
- (a) Consulting (b) Soft Drinks
- (c) Advertising Agencies (d) Teaching
2. _____ includes characteristics that the customer may find impossible to evaluate even after purchase and consumption.
- (a) search qualities (b) experience qualities
- (c) credence qualities (d) none of the above

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3. "Brochures" is included under which type of service marketing mix?
(a) Product (b) Price
(c) Physical Evidence (d) People
 4. Which of the following is NOT high in search qualities?
(a) Child Care (b) Clothing
(c) Jewelry (d) Furniture
 5. Which of the following is NOT a dimension of service quality?
(a) Reliability (b) Sympathy
(c) Assurance (d) Empathy
 6. Out of the following under which category boundary spanners are NOT paid well?
(a) Telephone Operators (b) Lawyers
(c) Accountants (d) Architects
 7. How many approaches are there to pricing services?
(a) two (b) three
(c) four (d) five
 8. Which of the following is NOT involved under service intangibility?
(a) incorporeal existence (b) generality
(c) abstractness (d) separability
 9. The marketing between the company and the providers is called as _____.
(a) internal marketing (b) interactive marketing
(c) external marketing (d) holistic marketing
 10. Service employees are the _____.
(a) leaders (b) customers
(c) managers (d) marketers
 11. The line of _____ divides front stage activities from backstage activities.
(a) service standards and scripts (b) internal IT interaction
(c) physical evidence (d) visibility
 12. _____ is a strategy designed to foster customer loyalty, interaction and long-term engagement.
(a) Relationship Marketing (b) Green Marketing
(c) Transactional Marketing (d) Digital Marketing
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