

M.Com HPP (FFS) Semester-2 Examination**CC 6****Services Marketing****April-2024****Time : 2-30 Hours]****[Max. Marks : 70**

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- Q.1** What is service ? Define service and describe its features in detail. **14**
OR
- Q.1** Define Service Marketing and explain 7P's of service marketing mix. **14**
- Q.2** Explain Service expectation, its types and factors influencing service expectation. **14**
OR
- Q.2** What is relationship marketing ? Explain service failure and Service recovery paradox. **14**
- Q.3** Write a note on Employees' role in service delivery **14**
OR
- Q.3** Write a note on customers role in service delivery **14**
- Q.4** Explain integrated services communication model. (5 Ws of integrated services communication). **14**
OR
- Q.4** Explain rate fences. **14**
- Q.5 Multiple choice questions. (Attempt any 7 out of 12)** **14**

01. _____ is a measure of how products and services supplied by a company meet or surpass customer expectations.

- a) Customer satisfaction
- b) Customer perception
- c) Service quality
- d) Service Encounter

02. How many types of gaps are listed in GAPS model of service quality?

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- a) 4
- b) 3
- c) 5
- d) 6

03. Characteristics of the service that consumer may find impossible to evaluate even after purchase and consumption are known as ?

- a) Credence Properties
- b) Service Search
- c) Service Experience
- d) Consumer Perception

04. _____ is a condition when the consumer does not receive the services as promised by the seller.

- a) Forward integration
- b) Service Experience
- c) Credence Properties
- d) Service failures

05. Which of the following type of service provider it becomes difficult to create a membership type of relationship marketing _____

- a) Repairing services
- b) Insurance services
- c) Travel services
- d) Movie theatre

06. The Concept Service Recovery is _____

- a) Strategic Process
- b) Perspective Plan
- c) Group Plan
- d) Complex Process

07. Which of the following is organization in the eye of customer in service delivery?

- a) Law
- b) Entrepreneur
- c) Employee
- d) Government

08. Which of the following is a High customer participation example?

- a) Getting massage
- b) Career counseling
- c) Getting Demand draft in a bank
- d) Air conditioner repair

09. Which of the following is NOT a core element of the service marketing triangle?

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- a) Internal Marketing
- b) Physical Evidence
- c) Customers
- d) Employees

10. Charging customers different prices for essentially the same service is called _____

- a) Price discrimination
- b) Price Determination
- c) Price segmentation
- d) Price settlement

11. Distinct characteristic of service is

- a) Inseparability
- b) Perishability
- c) Intangibility
- d) All of the above

12. _____ is the main reason for difficulty in service market

- a) Inseparability
- b) Perishability
- c) Intangibility
- d) Variability
