

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

CC-6

Services Marketing

April-2025

Time : 2-30 Hours]

[Max. Marks : 70

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- Q.1 Define service along with its characteristics and classification of services. (14)
OR
- Q.1 Explain GAPS Model of Service Quality. (14)
- Q.2 Define relationship marketing and how a service firm can create Membership type relations? (14)
OR
- Q.2 What is service failure and explain service recovery paradox. (14)
- Q.3 Explain the challenges of service design. (14)
OR
- Q.3 Describe the stages of new service development. (14)
- Q.4 Explain pricing of services, objectives of pricing and the pricing tripod. (14)
OR
- Q.4 Explain integrated service marketing model. (5Ws of integrated service marketing communication) (14)
- Q.5 Choose Appropriate alternative from the following.(Attempt any 7 out of 12) (14)
1. _____ stage is when the customer interacts directly with the service firm.
 - a) Customer Satisfaction
 - b) Service Gap
 - c) Service Design
 - d) Service encounter
 2. Which of the following is not a service?
 - a) Insurance
 - b) Both a and b
 - c) Medical Checkup
 - d) None of the above
 3. Service marketing become difficult because of
 - a) Intangibility
 - b) Difficult to enter the market
 - c) No demand
 - d) None of the above
 4. Service are characterized by all of the following characteristics except for
 - a) Intangibility
 - b) Homogeneity

- c) Perishability
d) Inseparability
5. Digital marketing is often referred to as
- a) Online marketing
b) Internet marketing
c) Web marketing
d) All of these
6. Which the following is example of High Contact Service ?
- a) Cable TV
b) Nursing Home
c) Insurance
d) Movie Theatre
7. _____ refer to a condition when the consumer does not receive the services as promised by the seller.
- a) Service failures
b) Service Expectation
c) Service Gap
d) Service Quality
8. Which of the following is Example Low Contact Service ?
- a) Nursing Home
b) Haircut
c) Restaurant
d) Internet Banking
9. Which of the following is a Dimension Consumer use to evaluate service quality?
- a) Tangibles
b) Reliability
c) Responsiveness
d) All the above
10. _____services involve little, physical contact if any, between customers and service providers.
- a) Low contact
b) Complex Services
c)High Contact
d) Traditional Services
11. is a diagram/ map that visualize a service offering accurately
- a) Service Blueprint
b) Service action
c) Service recovery
d) None of these
12. Advertisement is a type of
- a) Outdoor Marketing
b) Indirect Marketing
c) Share Marketing
d) Relationship Marketing