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MASTER OF COMMERCE (M.COM.)
EXAMINATION : MAY - 2022
SECOND SEMESTER
Sub: Services Marketing (MCM-212)

Date: 20/05/2022

Total marks: 100

Time: 2.00 pm to 5.00 pm

Instruction: All questions are compulsory.

- Q. 1. Answer the following questions. (Attempt any three) (30)**
1. Elaborate the various gaps determined in Gap Model of Services.
 2. Define Services. Describe the key characteristics of services.
 3. GAPS in the delivery of services lead to customer dissatisfaction. Elaborate these Service Gaps in context with PZB Gap Model of Services.
 4. Elaborate the 7 P's of Services Marketing Mix.
 5. Explain various types of pricing methods used by marketers in marketing of services.
- Q. 2 Answer the following questions. (Attempt any three) (30)**
1. What is the role of services?
 2. State & Explain in brief different types of Customer Encounter in Services Marketing.
 3. Inconsistency 'characteristic of Services.
 4. Perishability 'Characteristic of Services
 5. Role of Sales Promotion in Services Marketing
- Q. 3 Write short notes. (Attempt any four) (20)**
1. Competitive advantage
 2. Service encounter
 3. E-services
 4. Service Market Application
 5. Quality of service
 6. Gap Model
- Q.4A. Answer in one Sentence (Any 5) (10)**
1. Write down the names of five services quality
 2. Define Internet in Services Marketing
 3. Define Product Line Pricing
 4. Define Financial Services
 5. Write down Names of 4 P's of marketing mix
 6. Name sales promotion Techniques essential services marking
 7. Define Behavioural Segmentation in the Services
- Q.4B. Select the correct Alternatives (Attempt any Ten) (10)**
1. Ability to perform the promised service dependably & accurately means _____
 - a) Reliability
 - b) Regularity
 - c) Relativity
 - d) Reluctancy
 2. Service Employee's knowledge, courtesy & their ability to inspire trust & confidence provides _____ to customers.
 - a) Dissatisfaction
 - b) Assurance
 - c) Insurance
 - d) Resonance

3. Which of the following is an example of the credence qualities of the services?
 - a) Hotel services
 - b) Airline Services
 - c) Heart surgery
 - d) Tourism services
 4. _____ acts as a powerful Interactive media where customer & service provider can interact with each other.
 - a) Internet
 - b) Television
 - c) Magazine
 - d) Newspaper
 5. Ambience in the car show room means -----
 - a) Psychological evidence
 - b) Promotional evidence
 - c) Permanent evidence
 - d) Physical evidence
 6. In Price Skimming strategy of Services, initially the price will be _____
 - a) Very High
 - b) Average
 - c) Very Low
 - d) Lowest
 7. Which of the following is NOT the element of Services Marketing Mix?
 - a) People
 - b) Process
 - c) Productivity
 - d) Physical Evidence
 8. Which of the following is intangible dominant?
 - a) Soaps
 - b) Financial advisory
 - c) Cold Drinks
 - d) Automobiles
 9. Which of the following is most difficult to evaluate?
 - a) Automobile
 - b) Garment
 - c) Root Canal
 - d) Furniture
 10. Knowledge of the service employees provide.....to the customers .
 - a) Sympathy
 - b) Empathy
 - c) Assurance
 - d) Insurance
 11. Which of the following is NOT an element of Physical Evidence?
 - a) Uniform of the employees
 - b) Skill of the Employees
 - c) Furniture in the Service Premise
 - d) Interior Decoration
 12. Which is not a service?
 - a) Hospital
 - b) Bank
 - c) Insurance
 - d) None of there
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