

TILAK MAHARASHTRA VIDYAPEETH, PUNE**MASTER OF COMMERCE (M.COM.)****EXAMINATION :MAY - 2022****SECOND SEMESTER****Sub: Services Marketing (MCM -212)****Date : 20 /05/2022****Marks: 60****Time: 2.00 pm to 4.30 pm****Instructions:**

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q.1 Answer the following questions. (Attempt any two) (32)

1. What do you mean by Service Blueprint? Explain basic components benefits of service blueprinting.
2. Explain various types of pricing methods used by marketers in marketing of services.
3. Define the term 'Services' Elaborate various characteristics of Services along with suitable examples.
4. Elaborate the concept of Services Marketing Triangle.

Q.2 Answer the following. (Attempt any one) (08)

1. State & Explain in brief different types of Customer Encounter in Services Marketing.
2. Define Service Guarantee. Explain its benefits to Service Marketers and the Customers.
3. Discuss the critical importance of Services Marketing in India.

Q.3 Write short notes. (Attempt any two) (10)

1. Importance of Physical Evidence in Services Marketing
2. Explain the various GAPS in Services shown in PZB GAP Model of services with the help of suitable diagram.
3. Role of Sales Promotion in Services Marketing
4. Hotel Services

Q.4 Select the Correct Alternatives. (Attempt Any Ten) (10)

1. Apart from the basic 4 Ps, there are -----more extended Ps of Services Marketing Mix.
 - a) 2
 - b) 5
 - c) 3
 - d) 6
2. Nature of service is -----
 - a) Intangible
 - b) Tangible
 - c) Physical
 - d) All of the above
3. The ability to perform promised service dependably & accurately is called -----
 - a) Responsiveness
 - b) Empathy
 - c) Reliability
 - d) None of the above
4. 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

