**R/E** (60:40)

R-2016-17 till 2020-21

E-2016-17 till 2019-20

## TILAK MAHARASHTRA VIDYAPEETH, PUNE

## MASTER OF COMMERCE (M.COM.)

## EXAMINATION :MAY - 2022 SECOND SEMESTER

**Sub: Services Marketing (MCM -212)** 

Doto • '	Pate: 20 /05/2022 Marks: 60 Time: 2.00 pm to 4.30 pm				
Date: 20 /05/2022			Time: 2.00 pm to 4.30 pm		
nstruc	etions:	<ol> <li>All questions are compulsory.</li> <li>Figures to the right indicate full marks.</li> </ol>			
		2) Figures to the right indicate run marks.			
Q.1	Answer the	following questions. (Attempt any two)	(32)		
1.	What do you blueprinting	n mean by Service Blueprint? Explain basic .	components benefits of service		
2.	Explain vari	ous types of pricing methods used by marke	eters in marketing of services.		
3.	Define the te examples.	erm 'Services' Elaborate various characteris	tics of Services along with suitable		
4.	Elaborate the	e concept of Services Marketing Triangle.			
Q.2	Answer the	following. (Attempt any one)	(08)		
1.		lain in brief different types of Customer End			
2.	Define Servi	ce Guarantee. Explain its benefits to Service	e 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				
	-	various GAPS in Services shown in PZB GA	AP Model of services with the help		
2.	of suitable d		1		
3.	Role of Sale	s Promotion in Services Marketing			
4.	Hotel Servic	_			
Q.4	Salact the C	orrect Alternatives. (Attempt Any Ten)	(10)		
1.		he basic 4 Ps, there aremore extend			
1.	a) 2	b) 5	sed 1 % of Sel (1008 Marketing Min)		
	c) 3	d) 6			
2.	· ·	rvice is			
	a) Intangib		e		
	c) Physical	_			
3.	The ability to perform promised service dependably & accurately is called				
	a) Responsiv		•		
	c) Reliability	d) None of	the above		
4.	Which of the following is an example of the credence qualities of the services?				
	a. Hotel serv	rices b. Airline S	ervices		
	c. Heart surg	gery d. Tourism	services		

	a. High Contact Services	b. Low Contact Services			
	c. Medium Contact Services	d. No contact Services			
5.	Services which are high in credence qualities areto evaluate.				
	a. Difficult	b. Easy			
	c. Very easy	d. Simple			
7.	Face to face interaction of a customer with a salesman in the Garment shop is an example of				
	a. Low contact services	b. High contact services			
	c. Medium contact service	d. No contact services			
	Which of the following is the example of Hospitality Services?				
	a) Banking	b) Legal			
	c) Hotel	d) Maintenance			
	'Restaurant service' is an example ofattribute of the service.				
	a) Search	b) Credence			
	c) Experience	d) None			
).	Interaction of the customer with the service provider is termed as				
	a) Service Chain	b) Service Supply			
	c) Service Link	d) Service Encounter			
	IRCTC providing the Rail Ticket Booking Services has appointed large no. of booking agents in the city. This is an example of				
	c. Intensive Distribution	d. Average Distribution			
	Teaching is an example of	d. Average Distribution			
	a) Pure Service	b) Pure Product			
	<ul><li>c) Major Product plus Minor Service</li></ul>	d) None of the above			