

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF COMMERCE (M.COM.)**  
**EXAMINATION: JUNE - 2022**  
**SECOND SEMESTER**  
**Sub: Services Marketing (MCM-212)**

---

**Date: 09/06/2022**

**Total marks: 100**

**Time: 10.00 am to 1.00 pm**

---

**Instruction: All questions are compulsory.**

**Q.1 Answer the following questions in 300 Words (Attempt any three) (30)**

1. Describe the Search, Experience and Credence attributes of Services Marketing with suitable examples.
2. What is the role of Internet in the marketing of services?
3. Describe the PZB Gap Model with diagram.
4. Explain services market segmentation.
5. Explain Performance Measurement

**Q.2 Answer the following questions in 150 Words (Attempt any three) (30)**

1. Objectives of 'Service Profit Chain'
2. 'Service Blueprinting' and its benefits
3. Importance of Event Management Services
4. Benefits of Self Service Technology
5. Reasons for growth of service sector

**Q.3 Write short notes. (Attempt any four) (20)**

1. Importance of Service sector in Indian Economy
2. Role of Self Service Technology in Services Marketing
3. Industrial Services
4. Hospitality Services
5. Role of Sales Promotion in Services Marketing
6. Benefits of Self Service Technology

**Q.4A. Answer in one Sentence (Any 5) (10)**

1. Competitive advantage
2. Service encounter
3. E-services
4. Service Market Application
5. Quality of service
6. Gap Model
7. Define Self Service Technology

**Q.4B. 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
5. Which of the following is NOT the element of Services Marketing Mix?
  - a) People
  - b) Process
  - c) Productivity
  - d) Physical Evidence
6. Which of the following is intangible dominant?
  - a) Soaps
  - b) Financial advisory
  - c) Cold Drinks
  - d) Automobiles
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
8. Which of the following is the example of Hospitality Services?
  - a) Banking
  - b) Legal
  - c) Hotel
  - d) Maintenance
9. 'Restaurant service' is an example of -----attribute of the service.
  - a) Search
  - b) Credence
  - c) Experience
  - d) None
10. Interaction of the customer with the service provider is termed as -----.
  - a) Service Chain
  - b) Service Supply
  - c) Service Link
  - d) Service Encounter
11. IRCTC providing the Rail Ticket Booking Services has appointed large no. of booking agents in the city. This is an example of -----
  - a) Exclusive Distribution
  - b) Selective Distribution
  - c) Intensive Distribution
  - d) Average Distribution
12. Teaching is an example of -----.
  - a) Pure Service
  - b) Pure Product
  - c) Major Product plus Minor Service
  - d) None of the above