

**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 :60**

**Time: 10.00 am to 12.30 pm**

**Instructions:**

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

**Q.1 Answer the following questions in 300 Words. (Attempt any two) (32)**

1. What is the importance of Services Marketing?
2. What do you mean by Performance Measurement, Enhancement & Control of the Services?  
Explain in brief.
3. Describe the PZB GAP Model of services with the help of neat diagram.
4. "Effective implementation of '7 Ps' of Services Marketing Mix is essential for success of a Service Organization." Explain in brief these 7Ps of Services Marketing Mix.

**Q.2 Answer the following in 150 Words. (Attempt any one) (08)**

1. Goods are 'Tangible' and Services are 'Intangible' in nature' Explain.
2. What is the role of services?
3. State & Explain in brief different types of Customer Encounter in Services Marketing.

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

1. Role of Internet in Services Marketing
2. Employees role in services marketing
3. service sector in Indian economy
4. 'Physical Evidence' in services marketing

**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  
e)

