Time: 10.00 am to 12.30 pm

TILAK MAHARASHTRA VIDYAPEETH, PUNE

MASTER OF COMMERCE (M.COM)

EXAMINATION: JUNE 2022

SECOND SEMESTER

Sub: Services Marketing (MCM - 212)

Total Marks:60

	mpulsory. Indicate full marks.	
	- · · · · · · · · · · · · · · · · · · ·	(32)
What do you mean by Performance	Measurement, Enhancement & Control of the Services?	
Explain in brief.		
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 b	rief these 7Ps of Services Marketing Mix.	
 Answer the following in 150 Words. (Attempt any one) Goods are 'Tangible' and Services are 'Intangible' in nature' Explain. 		(08)
What is the role of services?		
State & Explain in brief different ty	pes of Customer Encounter in Services Marketing.	
Write short notes. (Attempt any two) . Role of Internet in Services Marketing		(10)
Employees role in services marketing		
service sector in Indian economy		
'Physical Evidence' in services mark	ceting	
Select the correct Alternatives (Att	empt any Ten)	(10)
Apart from the basic 4 Ps, there aremore extended Ps of Services Marketing Mix.		
a) 2	b) 5	
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-) - 	e)	
	Answer the following questions in What is the importance of Services What do you mean by Performance Explain in brief. Describe the PZB GAP Model of se "Effective implementation of '7 Ps' Service Organization." Explain in both Answer the following in 150 Word Goods are 'Tangible' and Services as What is the role of services? State & Explain in brief different ty Write short notes. (Attempt any to Role of Internet in Services Marketing Service sector in Indian economy 'Physical Evidence' in services marketing services are the correct Alternatives (Attempt and Physical Evidence' in services marketing services are the correct Alternatives (Attempt and Physical Evidence' in services marketing services are the correct Alternatives (Attempt and Physical Evidence' in services marketing services are the correct Alternatives (Attempt and Physical Evidence' in services marketing and Physical Evidence' in services marketing services are the correct Alternatives (Attempt and Physical Evidence' in services marketing and Physical Evidence' in services (Attempt and Physical Evidence' in services (Attempt and Physical Evidence') and Physical Evidence' in services (Attempt and Physical Evidence') and Physical Evidence' in services (Attempt and Physical Evidence') and Physical Evidence' in services (Attempt and Physical Evidence') and Physical Evidence' in services (Attempt and Physical Evidence) and Physical Evidence' in services (Attempt and Physical Evidence) and Physical Evidence' in services (Attempt and Physical Evidence) and Physical Evidence (Attempt and Physical Evide	What is the importance of Services Marketing? What do you mean by Performance Measurement, Enhancement & Control of the Services? Explain in brief. Describe the PZB GAP Model of services with the help of neat diagram. "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. Answer the following in 150 Words. (Attempt any one) Goods are 'Tangible' and Services are 'Intangible' in nature' Explain. What is the role of services? State & Explain in brief different types of Customer Encounter in Services Marketing. Write short notes. (Attempt any two) Role of Internet in Services Marketing Employees role in services marketing service sector in Indian economy Physical Evidence' in services marketing Select the correct Alternatives (Attempt any Ten) Apart from the basic 4 Ps, there aremore extended Ps of Services Marketing Mix. a) 2

Date: 09/06/2022

3.	The ability to perform promised service depe	ndably & accurately is called	
٥.	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?		
4.	a. Hotel services	b. Airline Services	
	c. Heart surgery	d. Tourism services	
5.	'Royal Hotel is charging higher room tariffs during the off season' This is an example of		
	a) Derivative pricing	b) Direct pricing	
	c) Differential pricing	d) Divisional pricing	
	c) Zmoremu promg	a) 21 into ma promis	
6.	sector contribution to Indian GDP is the highest.		
	a) Manufacturing	b) Agricultural	
	c) Mining	d) Service	
7.	'Service recovery' is the action initiated by the Service Provider in response to a '		
	a) Service delivery	b) Service failure	
	c) Service Schedule	d) Service Maintenance	
	-, 2011-101 2010 and	2) 2001-000 01-00-000	
8.	'Mr. Joseph has booked Jet Airways ticket online' is an example of		
	a) High contact	b) Low contact	
	c) Medium contact	d) None	
9.	Which of the following is NOT a characteristic of Services?		
	a) Intangibility	b) Lack of ownership	
	c) Perishability	d) Uniformity	
10.	Which of the following is not an element of '	nhysical evidence'?	
10.	a) Employee Uniform		
	c) Furniture in the office	d) Training to employee	
11.	Service Quality Model developed by Gronroos has focus onand Functional quality of the services.		
	a) Testing	b) Technical	
	c) Tentative	d) Temporary	
12.	Auditing services provided by an Auditor for a professional business firm fall under the category of		
	a) Business Services	b) Business goods	
	c) Business supplies	d) None	
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