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

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

1. Describe the PZB GAP Model of services with the help of neat diagram.
2. What do you mean by Service Guarantee? Explain the benefits of good service guarantee to the customers and the services marketers.
3. Discuss the various pricing strategies used in Services Marketing.
4. Discuss the Services Marketing Triangle and its importance in today's challenging business environment.

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

1. Discuss the critical role of 'Employees' in Services Marketing Organization
2. Explain in brief the role of internet in improving the quality of services with the help of suitable examples.
3. Explain in brief different types of customer encounters in Services Marketing.

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

1. Importance of Event Management Services
2. Role of 'Physical Evidence' in services marketing
3. Role of Internet in Services Marketing
4. Reasons for growth of service sector

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

1. Segmenting the customers on the basis of occasion, user status and the benefit sought by a Service Organization fall under the ----- type of segmentation.
 - a) Demographic
 - b) Behavioral
 - c) Psychological
 - d) Geographic
2. Which one of the following is NOT the characteristic of services?
 - a) Intangibility
 - b) Consistency
 - c) Inseparability
 - d) Variability
3. Effective Service -----is must after the initial Service Failure.
 - a) Recovery
 - b) Ignorance
 - c) Rejection
 - d) None

4. 'Royal Hotel is charging higher room tariffs during the peak season & lower room tariffs during the off season' This is an example of -----
- Derivative pricing
 - Direct pricing
 - Differential pricing
 - Divisional pricing
5. -----sector contribution to Indian GDP is the highest.
- Manufacturing
 - Agricultural
 - Mining
 - Service
6. 'Service recovery' is the action initiated by the Service Provider in response to a '-----', -----.
- Service delivery
 - Service failure
 - Service Schedule
 - Service Maintenance
7. Services high in Search qualities are ----- to evaluate.
- Easiest
 - Relatively difficult
 - Most difficult
 - Difficult
8. After the failure in delivery of the service by the service provider, he should go ahead for -- -----
- Service recovery
 - Service rejection
 - Service restoration
 - None
9. Excellent quality interior design in the retail store is an example of -----.
- Intangibility
 - Process
 - Physical evidence
 - Projection
10. ----- Service is an example of hospitality service.
- Hotel
 - Management consultancy
 - Insurance
 - Legal
11. If a car mechanic is having excellent knowledge and skill, then he provides ----- to the customers
- Assurance
 - Insurance
 - Ambience
 - None
12. Apart from the basic 4 Ps, there are -----more extended Ps of Services Marketing Mix.
- 2
 - 5
 - 3
 - 6
