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MASTER OF COMMERCE (M.COM.)
EXAMINATION : DECEMBER- 2022
SECOND SEMESTER
Sub: Services Marketing (MCM-212)

Date:14/12/2022

Total marks: 100

Time: 10.00 am to 1.00 pm

Instruction: All questions are compulsory.

Q. 1. Answer the following questions. (Attempt any three) (30)

1. Explain the Services Marketing Triangle with the help of diagram.
2. "Ultimate aim of service profit chain is to achieve revenue growth & profitability by improving internal customer's quality & external customer satisfaction" Elaborate the concept of Service Profit Chain
3. What do you mean by Service Profit Chain? Elaborate.
4. Elaborate the 7 P's of Services Marketing Mix.
5. Explain Service Life Cycle

Q.2. Answer the following questions. (Attempt any three) (30)

1. What are the distribution strategies for services
2. Explain importance of physical evidence in understanding services
3. Elaborate the Vital importance of IT/Internet in Services Marketing.
4. State & Explain in brief different types of Customer Encounter in Services Marketing.
5. State & Explain any four types of Pricing Methods used in Services Marketing.

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

1. Service Encounter
2. Customer satisfaction
3. Online Consumers
4. Role of Internet in Services Marketing
5. 'Employees' the key player in Services Marketing
6. Service recovery Strategies

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

1. Write down Names of 7 P's of marketing mix
2. Define Consumer Service
3. Define Industrial Service
4. Self Service Technology in Services Marketing
5. Define Financial Services
6. Define E-commerce
7. What is Franchise

Q.4B. Select the correct Alternatives (Attempt any Ten) (10)

1. Food in the restaurant is an example of -----.
 - a) Search qualities of goods
 - b) Credence qualities of goods
 - c) Experience qualities of goods
 - d) None of the above
2. Services high in search qualities are -----.
 - a) Easiest to evaluate
 - b) Difficult to evaluate
 - c) Impossible to evaluate
 - d) Very difficult to evaluate

3. Which of the following is not the element of Services Marketing Mix?
 - a. Price
 - b. People
 - c. Perception
 - d. Physical Evidence
 4. Knowledge of the service employees provide.....to the customers .
 - a. Sympathy
 - b. Empathy
 - c. Assurance
 - d. Insurance
 5. Which of the following is most difficult to evaluate?
 - a) Automobile
 - b) Garment
 - c) Root Canal
 - d) Furniture
 6. In 'Services Marketing Triangle ' the employees training & motivation is termed as -----.
 - a) Interactive Marketing
 - b) Internal Marketing
 - c) External Marketing
 - d) Communication Marketing
 7. Service Quality model which focuses on functional and technical quality of services is developed by-----.
 - a) Peter Drucker
 - b) Philip Kotlar
 - c) Gronroos
 - d) C.K.Pralhad
 8. A _____ is any performance or act one party can provide to another that is essentially intangible and doesn't provides ownership of anything.
 - a) Service
 - b) Product
 - c) Packaging
 - d) Brand
 9. Airplane travel can be categorized under
 - a) Pure tangible good
 - b) Major Service with accompanying minor goods
 - c) Tangible good with accompanying services
 - d) Pure service
 10. Premium pricing of service means -----.
 - a) Medium pricing
 - b) High pricing
 - c) Low pricing
 - d) None of these
 11. Which of the following is **NOT** a service?
 - a) Hospital
 - b) Bank
 - c) Insurance
 - d) None of these
 12. The segmentation of consumers in Services Marketing on the basis of age, gender, income and occupation is termed as -----
 - a) Geographic
 - b) Behavioral
 - c) Psychographic
 - d) Demographic
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