

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM.)
EXAMINATION : MAY- 2023
SECOND SEMESTER
Sub: Services Marketing (MCM-212)

Date: 25/05/2023

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. "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.
2. Elaborate the concept of Service Blueprint along with its components. Explain the benefits provided by the Service Blueprinting?
3. Elaborate the 'Inconsistency and Perishability' characteristics of services with the help of suitable examples.
4. Describe the PZB GAP Model of services with the help of neat diagram.
5. Discuss the Services Marketing Triangle and its importance in today's challenging business environment.

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

1. Explain in brief the concept of service blueprinting and its benefits to service marketers.
2. 'Goods are 'Tangible' and Services are 'Intangible' in nature' Explain.
3. Discuss different types of Sales Promotion Techniques used by Service Organizations.
4. Explain in brief different types of customer encounters in Services Marketing.
5. Explain in brief the role of internet in improving the quality of services with the help of suitable examples.

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

1. Reasons for growth of Service sector in India
2. Importance of 'Event Management Services'
3. Role of 'Physical Evidence' in services marketing
4. Importance of 'Services Marketing Triangle' for services marketers.
5. Benefits of Self Service Technology
6. Benefits of 'Service Guarantee' to Customers

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

1. Name sales promotion Techniques essential services marketing
2. Define Product Line Pricing
3. Write down the names of five services quality
4. Define Internet in Services Marketing
5. Define Financial Services
6. Define Behavioral Segmentation in the Services
7. Write down the names of 4 P's of marketing mix

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

1. The ----- dimension of service quality is highly dependent on service employees ability to inspire trust and confidence of the customers.
 - a) Insurance
 - b) Assurance
 - c) Attrition
 - d) Revision

2. An instance of innovation in hotel services is -----.
- a) Pick and drop facility
 - b) Laundry service
 - c) Online hotel booking service
 - d) Parking space
3. Mr. Ashish, the development officer of an insurance company is always willing to help customers by resolving their problems promptly. This characteristic of Mr. Ashish is termed as -----
- a) Rudeness
 - b) Responsiveness
 - c) Reluctance
 - d) Rigidity
4. Which one of the following is NOT the characteristic of services?
- a) Intangibility
 - b) Consistency
 - c) Inseparability
 - d) Variability
5. ----- service is an example of hospitality service.
- a) Hotel
 - b) Management consultancy
 - c) Insurance
 - d) Legal
6. After the failure in delivery of the service by the service provider, he should go ahead for -----
- a) Service recovery
 - b) Service rejection
 - c) Service restoration
 - d) None
7. Services high in Search qualities are ----- to evaluate.
- a) Easiest
 - b) Relatively difficult
 - c) Most difficult
 - d) Difficult
8. Excellent quality interior design in the retail store is an example of -----.
- a) Intangibility
 - b) Process
 - c) Physical evidence
 - d) Projection
9. 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
10. ----- service means to perform the promised service dependably and accurately by the service provider.
- a) Rejected
 - b) Ruthless
 - c) Reliable
 - d) None
11. Which one of the following is NOT the element of Services Marketing Mix?
- a) Price
 - b) Physical evidence
 - c) Process
 - d) Projection
12. 'Indian Rail service' is an example of ----- attribute of the service.
- a) Experience
 - b) Search
 - c) Credence
 - d) Can't say
-