

**TILAK MAHARASHTRA VIDYAPEETH, PUNE****MASTER OF COMMERCE (M.COM.)****EXAMINATION : MAY - 2023****SECOND SEMESTER****Sub: Services Marketing (MCM -212)****Date : 25/05/2023****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. (Attempt any two) (32)**

1. What do you mean by Service Guarantee? Explain the benefits of a good service guarantee to the customers and the services marketers.
2. "Effective implementation of '7 Ps' of Services Marketing Mix is essential for the success of a Service Organization." Explain in brief these 7Ps of the Services Marketing Mix.
3. Elaborate on the concept of the Service Blueprint along with its components. Explain the benefits provided by Service Blueprinting.
4. Explain in brief the PZB GAP Model of services. Why this model is important for Services Marketers?

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

1. Discuss different types of Sales Promotion Techniques used by Service Organizations.
2. Explain in brief the role of the internet in improving the quality of services with the help of suitable examples.
3. 'Goods are 'Tangible' and Services are 'Intangible' in nature' Explain.

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

1. Importance of 'Services Marketing Triangle' for services marketers.
2. Reasons for the growth of the Service sector in India
3. Benefits of 'Service Guarantee' to Customers
4. Importance of Event Management Services

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

1. 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
2. Which of the following is not an element of 'physical evidence'?  

a) Employee Uniform	b) Computer in the office
c) Furniture in the office	d) Training for employees
3. Examples of pure tangible goods include all of the following EXCEPT:  

a) Soap	b) Car
c) Toothpaste	d) Marketing consultancy

4. All of the following are examples of services EXCEPT:
- |          |                          |
|----------|--------------------------|
| a) Banks | b) Educational Institute |
| c) Hotel | d) Computer              |
5. 'Mr. Joseph has booked Jet Airways ticket online is an example of ----- service.
- |                   |                |
|-------------------|----------------|
| a) High contact   | b) Low contact |
| c) Medium contact | d) None        |
6. -----sector contribution to Indian GDP is the highest.
- |                  |                 |
|------------------|-----------------|
| a) Manufacturing | b) Agricultural |
| c) Mining        | d) Service      |
7. 'Royal Hotel is charging higher room tariffs during the peak season & lower room tariffs during the off-season'. This is an example of -----
- |                         |                       |
|-------------------------|-----------------------|
| a) Derivative pricing   | b) Direct pricing     |
| c) Differential pricing | d) Divisional pricing |
8. '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 |
9. The Services provided by the Indian Airlines is an example of ----- attribute of the service.
- |             |               |
|-------------|---------------|
| a) Search   | b) Experience |
| c) Credence | d) None       |
10. Services are typically produced and consumed simultaneously. This is an example of the \_\_\_\_\_ characteristic of services.
- |                   |                  |
|-------------------|------------------|
| a) Inventory      | b) Inconsistency |
| c) Inseparability | d) Intangibility |
11. 'Bank ATM' is an example of -----
- |                                |                              |
|--------------------------------|------------------------------|
| a) Self-Service Technology     | b) Service Standards Testing |
| c) Standard Service Technology | d) Self-Service Treatment    |
12. The service Quality Model developed by Gronroos has focused on -----and Functional quality of the services.
- |              |              |
|--------------|--------------|
| a) Testing   | b) Technical |
| c) Tentative | d) Temporary |

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