

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

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**Date: 15/12/2023**

**Total marks: 100**

**Time: 10.00 am to 01.00 pm**

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**Instruction: 1) All questions are compulsory. 2) Figures to the right indicate full marks.**

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

1. What is the importance of Services Marketing?
2. GAPS in the delivery of services lead to customer dissatisfaction. Elaborate these Service Gaps in context with PZB Gap Model of Services.
3. Elaborate the 7 P's of Services Marketing Mix.
4. Explain various types of pricing methods used by marketers in marketing of services.

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

1. Write a detailed note on 'Growth of Service Sector in India'.
2. Goods are 'Tangible' and Services are 'Intangible' in nature' Explain.
3. Explain in brief the concept of service blueprinting and its benefits to service marketers.
4. Explain the different types of customer encounters in services marketing.
5. Explain Importance of Event Management Services

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

1. Service Market Application
2. Quality of service
3. Gap Model
4. Service encounter
5. E-services
6. Role of Sales Promotion in Services Marketing

**Q. 4 A. Answer in one Sentence (Attempt any five) (10)**

1. Define services
2. Name 4 P's of Marketing
3. Service Market Application
4. Write down the names of five services quality
5. Define Internet in Services Marketing
6. Define Product Line Pricing
7. Define Financial Services

**B. Select the correct Alternatives (Attempt any ten) (10)**

1. When a service provider performs the promised service dependably & accurately means the Service provider is -----
  - a) Reluctant
  - b) Reliable
  - c) Ruthless
  - d) Rude
2. If a car mechanic is having excellent knowledge and skill, then he provides -----to the customers
  - a) Assurance
  - b) Insurance
  - c) Ambience
  - d) None
3. Interaction of the customer with the service provider is termed as -----
  - a) Service Chain
  - b) Service Supply
  - c) Service Link
  - d) Service Encounter
4. Services high in Search qualities are ----- to evaluate.
  - a) Easiest
  - b) Relatively difficult
  - c) Most difficult
  - d) Difficult
5. 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
6. Excellent quality interior design in the retail store is an example of -----
  - a) Intangibility
  - b) Process
  - c) Physical evidence
  - d) Projection
7. ----- Service is an example of hospitality service.
  - a) Hotel
  - b) Management consultancy
  - c) Insurance
  - d) Legal
8. 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
9. 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 to employee
10. Service Quality Model developed by Gronroos has focus on -----and Functional quality of the services.
  - a) Testing
  - b) Technical
  - c) Tentative
  - d) Temporary
11. 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
12. Which of the following is **NOT** a characteristic of Services?
  - a) Intangibility
  - b) Lack of ownership
  - c) Perishability
  - d) Uniformity