

# TILAK MAHARASHTRA VIDYAPEETH, PUNE

## MASTER OF COMMERCE (M.COM)

EXAMINATION: DECEMBER - 2023

SECOND SEMESTER

Sub: Services Marketing (MCM-212)

Date: 15/12/2023

Total marks: 60

Time: 10.00 am to 12.30 pm

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

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

1. Explain the difference between goods and the services.
2. Elaborate the growing importance of service sector in Indian economy with the help of suitable examples of different service Industries.
3. Explain in brief the PZB GAP Model of services. Why this model is important for Services Marketers?
4. Explain the Services Marketing Triangle with the help of diagram.

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

1. Explain in brief the concept of service blueprinting and its benefits to service marketers.
2. Explain the benefits of a good service guarantee to customers as well as service marketers.
3. 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 two) (10)**

1. Role of 'Physical Evidence' in services marketing
2. Benefits of Self Service Technology
3. Importance of Event Management Services
4. Objectives of 'Service Blueprinting'

**Q. 4 Select the correct Alternatives (Attempt any ten) (10)**

1. -----service is an example of hospitality service.  
a) Tourism  
b) Educational  
c) Legal  
d) None
2. Indian Airlines service is an example of -----attribute of the service.  
a) Search  
b) Experience  
c) Credence  
d) None
3. An instance of innovation in hotel services is -----.  
a) Pick and drop facility  
b) Laundry service  
c) Online hotel booking service  
d) Parking space
4. Excellent quality interior design in the retail store is an example of -----.  
a) Intangibility  
b) Process  
c) Physical evidence  
d) Projection

5. Which one of the following is NOT the characteristic of services?
  - a) Intangibility
  - b) Consistency
  - c) Inseparability
  - d) Variability
6. Segmenting the customers on the basis of their attitude, opinion & interests by a Service Organization fall under the -----
  - a) Demographic segmentation,
  - b) Behavioral segmentation
  - c) Geographic segmentation
  - d) Psychographic segmentation
7. 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
8. 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
9. Which one of the following is NOT the element of Services Marketing Mix?
  - a) Price
  - b) Physical evidence
  - c) Process
  - d) Projection
10. An instance of innovation in banking services is -----
  - a) Home loans offering
  - b) Cash deposit at bank
  - c) Internet Banking
  - d) Cheque deposition in bank
11. 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
12. Services high in credence qualities are -----to evaluate.
  - a) Easiest
  - b) Most difficult
  - c) Relatively Easier
  - d) Can't say

