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Subject Code:- BMBAMK0412

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: IV - THEORY EXAMINATION (20.....- 20.....)

Subject: Services Marketing

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C.** It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

1-a. _____ is NOT considered a service. (CO1,K1)

1

- (a) Haircut
- (b) Medical consultation
- (c) Smartphone
- (d) Education

1-b. _____ characteristic means a service cannot be stored for later use.
(CO1,K1)

1

- (a) Intangibility
- (b) Perishability
- (c) Heterogeneity
- (d) Inseparability

1-c. _____ combination best explains variation in customer satisfaction. (CO2,K1)

1

- (a) Price and location
- (b) Service environment and provider behavior
- (c) Branding only
- (d) Advertisement

1-d. If perceived performance exceeds expectations, it indicates _____.
(CO2,K1)

1

- (a) Customer delight

- (b) Service failure
(c) Satisfaction
(d) Overpricing
- 1-e. _____ is a key role of employees in service delivery. (CO3,K1) 1
- (a) Product designing
(b) Customer support
(c) Packaging
(d) Warehousing
- 1-f. _____ defines the service delivery process. (CO3, K1) 1
- (a) Service design
(b) Service marketing mix
(c) Service blueprint
(d) Service advertising
- 1-g. _____ is NOT a common KPI for service performance. (CO4,K1) 1
- (a) Customer satisfaction
(b) Service downtime
(c) Product sales volume
(d) First-call resolution rate
- 1-h. _____ most effects perceived service performance. (CO4,K1) 1
- (a) Service ambiance
(b) Customer expectations
(c) Advertisement frequency
(d) Employee age
- 1-i. _____ is a key trend in the hospitality industry. (CO5,K1) 1
- (a) Contactless check-in
(b) Manual reservations only
(c) Cash-only policies
(d) Lack of digital services
- 1-j. _____ is a digital innovation in consultancy services. (CO5,K1) 1
- (a) Virtual consultations
(b) Typewriters
(c) Fax machines
(d) Paper-only reports
2. Attempt all parts:-
- 2.a. List any two characteristics of services. (CO1,K1) 2
- 2.b. Describe adequate service level. (CO2,K2) 2
- 2.c. Explain dynamic pricing. (CO3,K2) 2

- 2.d. Describe proactive complaint handling. (CO4,K2) 2
- 2.e. Explain ITES. (CO5,K2) 2

SECTION-B

30

3. Answer any five of the following:-

- 3-a. Explain any one of the additional Ps in the services marketing mix, give example. (CO1,K2) 6
- 3-b. Differentiate between services and goods. (CO1,K4) 6
- 3-c. Explain the role of the “core service” in the new service development process. (CO2,K2) 6
- 3-d. Differentiate between “desired” and “adequate” service levels in a restaurant context. (CO2,K4) 6
- 3.e. Analyze the importance of managing service promises. (CO3, K4) 6
- 3.f. Discuss the role of service recovery in customer retention. (CO4,K2) 6
- 3.g. Evaluate how, COVID-19 influenced trends in healthcare services. (CO5, K5) 6

SECTION-C

50

4. Answer any one of the following:-

- 4-a. Explain the concept of “services marketing,” and enumerate its key characteristics, give example of each. (CO1,K2) 10
- 4-b. Explain how the characteristics of inseparability and perishability influence customer management and capacity planning in service firms. (CO1, K2) 10

5. Answer any one of the following:-

- 5-a. Write down a lucid note on customer perception of services. (CO2, K2) 10
- 5-b. Explain the “zone of tolerance” concept in service evaluation, then discuss how service managers can adjust policies or performance to ensure actual service remains within this zone. (CO2,K2) 10

6. Answer any one of the following:-

- 6-a. Describe any three pricing strategies used in services. (CO3, K2) 10
- 6-b. Describe service blueprinting. Explain its components and benefits. (CO3,K2) 10

7. Answer any one of the following:-

- 7-a. Describe the steps involved in complaint handling and its importance. (CO4,K2) 10
- 7-b. Discuss the dimensions of service quality and how to measure them. (CO4,K2) 10

8. Answer any one of the following:-

- 8-a. Analyze the transformation of the hospitality industry with modern technologies. (CO5,K4) 10
- 8-b. Describe how telecom innovations like 5G have changed communication services. (CO5,K2) 10