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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL,  
GREATER NOIDA**

(An Autonomous Institute Affiliated to AKTU, Lucknow)

**PGDM**

**TRIMESTER: V - THEORY EXAMINATION (2024-2025)**

**Subject: Service Marketing**

Time: 2.5 Hours

Max. Marks: 60

**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**

15

1. Attempt all parts:-

- 1-b. A major trend in the financial services industry is the increasing use of \_\_\_\_\_ (CO1, K2) 1
- (a) Traditional banking methods
- (b) Digital and mobile banking solutions
- (c) Physical branches for customer service
- (d) Manual transactions
- 1-a. The service promise refers to: (CO5, K3) 1
- (a) The cost associated with delivering the service
- (b) The communication of what the service will deliver
- (c) The level of competition in the service market
- (d) The physical environment of service delivery
- 1-c. A service provider's operational efficiency is often affected by \_\_\_\_\_ (CO2, K3) 1
- (a) The speed at which services are provided
- (b) The customer's understanding of the service
- (c) The quality of service delivery and internal processes
- (d) The location of the service provider
- 1-d. Service design focuses on \_\_\_\_\_. (CO3, K2) 1

- (a) Creating physical products to sell to consumers
  - (b) Designing and improving the service delivery process
  - (c) Lowering the prices of services to attract customers
  - (d) Marketing strategies for tangible goods
- 1-e. Definition of Services Marketing is \_\_\_\_\_. (CO4, K2) 1
- (a) Marketing of tangible products
  - (b) Marketing of intangible services
  - (c) Marketing of physical infrastructure
  - (d) Marketing of digital products
2. Attempt all parts:-
- 2.a. Discuss the role of customer expectations in designing a service marketing strategy. (CO1, K2) 2
- 2.b. Describe the main differences between product marketing and service marketing. (CO2, K2) 2
- 2.c. Discuss the role of customer feedback in evaluating the success of a service offering. (CO3, K2) 2
- 2.d. Explain how pricing strategies can influence customer perceptions and loyalty in the service industry. (CO4, K2) 2
- 2.e. Evaluate the challenges involved in managing customer expectations in service industries. (CO5, K3) 2

### **SECTION-B**

15

3. Answer any three of the following:-

- 3-a. Discuss the challenges of marketing services compared to physical products and how service marketers can overcome these challenges. (CO1, K2) 5
- 3-b. Analyze the key paradigms in services marketing and explain how they shape the service delivery process in the current business environment. (CO2, K2) 5
- 3-c. Evaluate the growth of e-services and how they are transforming traditional service delivery models in various sectors. (CO3, K3) 5
- 3-d. Explain the significance of customer feedback in evaluating the success of service offerings and its role in service improvement. (CO4, K3) 5
- 3.e. Describe the process involved in the development of a new service and discuss the stages of service design and implementation. (CO5, K2) 5

### **SECTION-C**

30

4. Answer any one of the following:-

- 4-a. Explain the role of service differentiation in marketing and discuss how service companies can use differentiation strategies to gain a competitive advantage. (CO1, K2) 6
- 4-b. Evaluate the impact of external factors such as social, economic, and technological changes on the services marketing environment. (CO1, K3) 6

5. Answer any one of the following:-

- 5-a. Compare the marketing strategies for products and services, focusing on key differences such as tangibility, perishability, and customer interaction. (CO2, K2) 6
- 5-b. Analyze the 7P's of the services marketing mix and explain how each component contributes to the overall service marketing strategy. (CO2, K3) 6

6. Answer any one of the following:-

- 6-a. Explain the significance of employee involvement in service design and how employees can contribute to enhancing the overall service experience. (CO3, K2) 6
- 6-b. Explain the concept of service guarantees and discuss how they can influence customer trust and satisfaction. (CO3, K2) 6

7. Answer any one of the following:-

- 7-a. Analyze the differences between services and goods, focusing on their unique characteristics and the implications for marketing strategies. (CO4, K2) 6
- 7-b. Discuss the significance of service standards and explain how businesses can ensure consistent service delivery through proper standards. (CO4, K3) 6

8. Answer any one of the following:-

- 8-a. Analyze the pricing strategies used in services marketing and explain how they align with the value proposition of a service. (CO5, K2) 6
- 8-b. Describe the relationship between employee satisfaction and service quality and explain how improving employee morale can enhance service delivery. (CO5, K2) 6

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