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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: IV - THEORY EXAMINATION (2024- 2025)

Subject: Marketing of Services

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**

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**1. Attempt all parts:-**

- 1-a. Services are characterized by all of the following characteristics except for \_\_\_\_\_. (CO1, K2) 1
- (a) Perishability
- (b) Homogeneity
- (c) Inseparability
- (d) Public, Process and Practice
- 1-b. Standardized and customized flow of activities, simple and complex number of steps and customer involvement by which a service is delivered is called \_\_\_\_\_. (CO1, K2) 1
- (a) Process Mix
- (b) Marketing Mix
- (c) Product Triangle
- (d) Quality Triangle
- 1-c. A firm's reaction to a customer complaint that results in customer satisfaction and goodwill is called a \_\_\_\_\_. (CO2, K1) 1
- (a) Service recovery paradox
- (b) Service recovery
- (c) Critical incident
- (d) Moment of truth

- 1-d. Services that do not meet customer expectations are called\_\_\_\_\_. (CO2, K2) 1
- (a) Service recovery paradox
  - (b) Expected Service
  - (c) Service Failure
  - (d) None of above
- 1-e. \_\_\_\_\_is the strategy you put in place to price out your services so they are fair for your customers but also profitable for your business. (CO3, K2) 1
- (a) Service strategy
  - (b) Service pricing
  - (c) Service promise
  - (d) none
- 1-f. \_\_\_\_\_the process by which a company uses the mediums at their disposal to encourage customers to buy their services. (CO3, K2) 1
- (a) Service Promise
  - (b) Service Expectation
  - (c) Service Recovery
  - (d) Service Promotion
- 1-g. A complaining outcome in which the consumer takes action deliberately designed to damage the physical operation or hurt future business is called \_\_\_\_\_. (CO4, K2) 1
- (a) retailiation
  - (b) voice
  - (c) service recovery
  - (d) none
- 1-h. Service firms that wish to excel at service failures analysis and recovery may conduct a \_\_\_\_\_. (CO4, K2) 1
- (a) service recovery audit
  - (b) service recovery
  - (c) critical incident
  - (d) moment of truth
- 1-i. Healthcare marketing has become \_\_\_\_\_. (CO5, K2) 1
- (a) Easier
  - (b) More Competitive
  - (c) Less Competitive
  - (d) Cheaper
- 1-j. Name a market that does not need geographical units or population segments\_\_\_\_\_. (CO5, K2) 1
- (a) Health Products

- (b) Health Screenings
- (c) Vaccinations
- (d) None

2. Attempt all parts:-

- 2.a. Describe the term Internal Marketing. (CO1, K2) 2
- 2.b. Define the term warranty. (CO2, K1) 2
- 2.c. Write down any two advantages of personal selling. (CO3, K2) 2
- 2.d. Name any two methods of measuring service quality. ( CO4, K1) 2
- 2.e. Describe e-services. (CO5, K2) 2

### **SECTION-B**

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3. Answer any five of the following:-

- 3-a. Discuss the concept and nature of Service Marketing. (CO1, K2) 6
- 3-b. Explain the different types of Services with examples. (CO1, K2) 6
- 3-c. Discuss the components of 'customer expectations'. (CO2, K2) 6
- 3-d. Define Service delivery. Differentiate between low contact and high contact services with examples. (CO2, K3) 6
- 3.e. List down the roles of customers and employees in service delivery. (CO3, K2) 6
- 3.f. Analyze the learning of managers from the service recovery paradox. (CO4, K4) 6
- 3.g. Discuss the recent trends in Service marketing with special reference to Professional services. (CO5, K3) 6

### **SECTION-C**

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4. Answer any one of the following:-

- 4-a. Discuss in detail service marketing triangle along with different types of marketing within it. (CO1, K2) 10
- 4-b. Explain how a healthcare provider can utilize the 7 Ps to improve patient satisfaction and loyalty. (CO1, K3) 10

5. Answer any one of the following:-

- 5-a. Discuss the three stage model of service consumption. 10
- 5-b. Suppose you are going to buy a car, how will you handle perceived risks? 10

6. Answer any one of the following:-

- 6-a. Explain the major issues related to pricing of services. 10
- 6-b. Explain the role of blueprinting in designing a managing a restaurant service process. 10

7. Answer any one of the following:-

- 7-a. Discuss the reasons those cause service gap. 10
- 7-b. Suppose you are the branch manager of any bank, How will you ensure service quality at each step? 10

8. Answer any one of the following:-

- 8-a. Describe the components of service marketing system, explain with suitable example of service. 10
- 8-b. Think of a service establishment where customers can influence each other (say, airline). What are the potential cases of positive and negative customer influence? 10

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