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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: IV - THEORY EXAMINATION (2023- 2024)

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

20

1. Attempt all parts:-

1-a. _____ is defined as the caring, individualized attention that the firm provides to its customers. (CO1) 1

(a) Empathy

(b) Responsiveness

(c) Sympathy

(d) Assurance

1-b. In Services Marketing, _____ is not an example of services. (CO1) 1

(a) Insurance & Banking

(b) Income Tax Filing

(c) Salon

(d) Refinery

1-c. If performance meets consumer expectations, the consumer is _____. (CO2) 1

(a) Satisfied

(b) Dissatisfied

(c) Delighted

(d) Happy

1-d. The extent to which customers are willing to accept the variation between actual and delivered service is called as _____. (CO2) 1

(a) Adequate Service

- (b) Optimum Service
- (c) Zone of Tolerance
- (d) None of these
- 1-e. Advertising, Publicity, Personal selling, Sales promotion are four elements of a _____. (CO3) 1
- (a) Promotion Mix
- (b) Marketing Mix
- (c) Place Mix
- (d) Sales Mix
- 1-f. In the service marketing mix, people refer to _____. (CO3) 1
- (a) Employees and customers
- (b) Customers
- (c) Employees
- (d) Public at large
- 1-g. The five determinants of service quality in order of importance are _____. (CO4) 1
- (a) Tangibles, empathy, assurance, responsiveness, reliability
- (b) Responsiveness, Reliability, Assurance, Empathy, Tangibles
- (c) Reliability, Responsiveness, Assurance, Empathy, Tangibles
- (d) All of above are false
- 1-h. Service recovery refers to _____. (CO4) 1
- (a) Recover the loss from the customers
- (b) Recover the loss from the competitors
- (c) Recover from the failure
- (d) Recover from the market
- 1-i. Societal Marketing is focusing on _____.(CO5) 1
- (a) Society wellbeing
- (b) Customer wellbeing
- (c) Cultural wellbeing
- (d) Tourist wellbeing
- 1-j. _____ is not a factor in the changes occurring in today marketing communications. (CO5) 1
- (a) Mass markets have fragmented, and marketers are shifting away from mass marketing
- (b) Improvements in communication technologies are changing how companies and customers communicate with each other
- (c) Mass media no longer capture the majority of promotional budgets.
- (d) Today's consumers are better informed about products and services.

2. Attempt all parts:-
- 2.a. Define Service Marketing. (CO1) 2
- 2.b. Discuss functional risk with help of an example. (CO2) 2
- 2.c. Describe components of service culture. (CO3) 2
- 2.d. Explain the term CRM. (CO4) 2
- 2.e. Describe the term financial services. (CO5) 2

SECTION-B

30

3. Answer any five of the following:-

- 3-a. Discuss the Service life cycle. (CO1) 6
- 3-b. Define service and differentiate them from product with the help of suitable examples. (CO1) 6
- 3-c. Describe the factors that affect consumer behavior in service.(CO2) 6
- 3-d. Write down the importance of new service development. (CO2) 6
- 3.e. List down the challenges of service delivery. (CO3) 6
- 3.f. Differentiate between relationship management and relationship marketing. (CO4) 6
- 3.g. 'E-Services are the need of hour' Comment on this statement and support your answer with examples. (CO5) 6

SECTION-C

50

4. Answer any one of the following:-

- 4-a. Discuss in detail, the process of Segmentation, Targeting and Positioning in service marketing. (CO1) 10
- 4-b. Discuss, how to develop an effective Service marketing mix. (CO1) 10

5. Answer any one of the following:-

- 5-a. Explain the consumer decision making process in detail. (CO2) 10
- 5-b. Explain different perceived risks in services. Discuss various methods to handle these risks.(CO2) 10

6. Answer any one of the following:-

- 6-a. Describe the driving forces which influence the pricing of services? Explain with examples. (CO3) 10
- 6-b. Write down a note on service blueprinting and give its relevance. (CO3) 10

7. Answer any one of the following:-

- 7-a. Define service recovery. Discuss various service recovery strategies.(CO4) 10
- 7-b. Define service quality. Explain how it is measured. Answer with special reference to industry of your choice. (CO4) 10

8. Answer any one of the following:-

- 8-a. Discuss the role of effective wait management system in hospital in improving effectiveness in service delivery. (CO5) 10

- 8-b. Choose a service organization and discuss all forms of physical evidence that the organization uses to communicate with its customers. (CO5) 10

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