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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: IV - THEORY EXAMINATION (2022-2023 .)

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 not an element of people. (CO1)

1

(a) Motivation

(b) Teamwork

(c) Flow of activities

(d) Customer training

1-b. "Every business is a service business" was quoted by _____. (CO1)

1

(a) Peter Drucker

(b) Philip Kotler

(c) Flippo

(d) None of these

1-c. Surgery comes under _____ qualities. (CO2)

1

(a) Search

(b) Experience

(c) Credence

(d) External

- 1-d. Service design elements consists of _____. (CO2) 1
- (a) Facility design
 - (b) Facility location
 - (c) Capacity planning
 - (d) All of the above
- 1-e. _____ is not a step in the construction process of a service blueprint. (CO3) 1
- (a) Obtaining scripts from both customers and employees
 - (b) Segment customers based on the content of the script
 - (c) Identify steps in the process where the system can go away.
 - (d) Calculating the time frame for the service execution.
- 1-f. _____ is not a criterion for effective price discrimination. (CO3) 1
- (a) The segments should be identifiable, and a mechanism must exist to price them differently
 - (b) Different groups of consumers should have similar responses to price.
 - (c) Segments should be large enough to be profitable
 - (d) Incremental revenues should exceed incremental costs.
- 1-g. A Service _____ is a promise that a service or product will meet certain consumer expectations or standards. (CO4) 1
- (a) guarantee
 - (b) condition
 - (c) level
 - (d) none
- 1-h. The firms overemphasis on cost reduction and short-term profits will increase the size of the: (CO4) 1
- (a) Knowledge gap
 - (b) Communication Gap
 - (c) Standard Gap
 - (d) Delivery Gap
- 1-i. Tourism Marketing has a dominant role of _____. (CO5) 1
- (a) Customers
 - (b) Produces

- (c) Travel Agents
- (d) Intermediaries
- 1-j. Personal selling in tourism is one of the _____ mix. (CO5) 1
- (a) Product mix
- (b) Place mix
- (c) Promotion mix
- (d) None

2. Attempt all parts:-

- 2.a. Describe the term Interactive Marketing. (CO1) 2
- 2.b. List any two examples of search qualities. (CO2) 2
- 2.c. Explain service culture with example. (CO3) 2
- 2.d. Describe the term Complaint. (CO4) 2
- 2.e. Describe the term Public Utility. (CO5) 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. Discuss the bases of service classification, with the help of suitable examples. (CO1) 6
- 3-b. Describe the concept of marketing environment giving suitable examples. (CO1) 6
- 3-c. Discuss the basic customer expectations and the importance of understanding them. (CO2) 6
- 3-d. Differentiate between Role & Script. (CO2) 6
- 3.e. Describe the term customer experience & its importance. (CO3) 6
- 3.f. Discuss the customers role as a contributor to service quality and satisfaction. (CO4) 6
- 3.g. Professional services are important for society well-being. Comment. (CO5) 6

SECTION C

50

4. Answer any one of the following:-

- 4-a. "Technology has changed the rule of the game in service marketing." Critically comment on the statement. (CO1) 10
- 4-b. In developed economies employment is dominated by service jobs and most new job growth comes from services. Comment. (CO1) 10

5. Answer any one of the following:-

- 5-a. Explain the following: A. Service design B. Experience Qualities (CO2) 10
- 5-b. Discuss in details about factors influencing Customers expectation about service. (CO2) 10

6. Answer any one of the following:-

- 6-a. Write down a note on service blueprinting and give its relevance. (CO3) 10
- 6-b. Discuss the gaps in service design and delivery. (CO3) 10

7. Answer any one of the following:-

- 7-a. Discuss the consequences of service guarantee. Also describe its benefits from the organization point of view. (CO4) 10
- 7-b. "Service failure is a curse for a marketer" Explain with the help of any past experience. (CO4) 10

8. Answer any one of the following:-

- 8-a. Discuss the marketing mix strategies for education sector. (CO5) 10
- 8-b. Discuss the role of professional service in building economy. (CO5) 10

2022-23 Jan _ June