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	NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA				
	(An Autonomous Institute Affiliated to AKTU, Lucknow)				
	MBA				
	SEM:IV CARRY OVER THEORY EXAMINATION-SEPTEMBER 2023				
<b>-</b> · .	Subject: Marketing of Services				
	Hours Max. Marks: 100 Instructions:				
	ify that you have received the question paper with the correct course, code, branch etc.				
	uestion paper comprises of three Sections -A, B, & C. It consists of Multiple Choice				
	Questions (MCQ's) & Subjective type questions.				
	<b>2.</b> Maximum marks for each question are indicated on right -hand side of each question.				
<b>3.</b> Illustrate your answers with neat sketches wherever necessary.					
<b>4.</b> Assum	e suitable data if necessary.				
<b>5.</b> Prefere	ably, write the answers in sequential order.				
<b>6.</b> No sh	eet should be left blank. Any written material after a blank sheet will not be				
evaluated/checked.					
	SECTION A 20				
1. Attem	SECTION A 20 opt all parts:-				
<b>1. Atter</b> 1-a.					
	pt all parts:-				
	pt all parts: is not an objective of service marketing. (CO1)  1				
	is not an objective of service marketing. (CO1)  (a) Separability				
	is not an objective of service marketing. (CO1)  (a) Separability  (b) Building trust				
	is not an objective of service marketing. (CO1)  (a) Separability  (b) Building trust  (c) Cost cutting				
1-a.	is not an objective of service marketing. (CO1)  (a) Separability  (b) Building trust  (c) Cost cutting  (d) Retain customer				
1-a.	is not an objective of service marketing. (CO1)  (a) Separability  (b) Building trust  (c) Cost cutting  (d) Retain customer  is a form of product that consist of activities, benefits or satisfaction  1				
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1-a. 1-b.	is not an objective of service marketing. (CO1)  (a) Separability (b) Building trust (c) Cost cutting (d) Retain customer  is a form of product that consist of activities, benefits or satisfaction offered for sale that are essentially intangible and do not result in ownership of anything. (CO1)  (a) Goods (b) Needs (c) Services (d) Wants				
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	(b) Excess Capacity	
	(c) Optimum Demand	
	(d) Optimum Capacity	
1-d.	Under, quality cues are dominated by price and other tangible components. (CO2)	1
	(a) Implicit service	
	(b) Explicit service	
	(c) Internal Service	
	(d) None of above	
1-e.	Two or more complementary products offered together at single price is known as (CO3)	1
	(a) Bundle pricing	
	(b) Transfer Pricing	
	(c) Full cost pricing	
	(d) Going rate pricing	
1-f.	Blueprints identify all of the following process steps except (CO3)	1
	(a) The direction in which processes flow	
	(b) The time it takes to move from one process to another	
	(c) The costs involved with each processing site	
	(d) The amount of inventory build-up at each step	
1-g.	are complaints that are expressed without the expectation that	1
	problem will be solved. (CO4)	
	(a) ostensive	
	(b) instrumental	
	(c) reflexive	
	(d) non-instrumental	
1-h.	The distance between a customer's expectations of a service and perception of the service actually delivered is called: (CO4)	1
	(a) Knowledge gap	
	(b) Service Gap	
	(c) Standard Gap	
	(d) Delivery Gap	
1-i.	The physical evidence in case of a hospital would include (CO5)	1

	(a) location	
	(b) maintenance of patient records	
	(c) the cost of bed occupancy	
	(d) doctors and nurses.	
1-j.	In the travel and tourism industry customers perceptions of value and worth are often associated with (CO5)	1
	(a) Price	
	(b) Profit	
	(c) Place	
	(d) Promotion	
2. Attem	npt all parts:-	
2.a.	Write down any two points of importance of service industry in building an economy. (CO1)	2
2.b.	Define consumer behavior. (CO2)	2
2.c.	Describe the term sales promotion. (CO3)	2
2.d.	Describe implicit service guarantee. (CO4)	2
2.e.	Describe 3 PL in logistics. (CO5)	2
	SECTION B	30
3. Answe	er any <u>five</u> of the following:-	
3-a.	Write down the benefits of positioning of services. (CO1)	6
3-b.	Describe the principles of service marketing. (CO1)	6
3-c.	Describe predicted service level with the help of any example. (CO2)	6
3-d.	Discuss the challenges in service design. (CO2)	6
3.e.	Describe employee role in service delivery. (CO3)	6
3.f.	Describe Analytical CRM in detail. (CO4)	6
3.g.	Write down the functions of an NGO. (CO5)	6
	SECTION C	50
4. Answe	er any <u>one</u> of the following:-	
4-a.	Discuss the need and importance of service differentiation. Explain with the help of suitable example of a company offering service differentiation. (CO1)	10
4-b.	Discuss STP for any company in the service sector of your choice. (CO1)	10
5. Answe	er any one of the following:-	

5-a.	Describe the need for understanding customers service expectations and how can you do that. (CO2)	10
5-b.	"Marketers always prefer their customers to have wider tolerance zone for a service." Do you agree? Justify your answer with a suitable argument. (CO2)	10
6. Answ	er any <u>one</u> of the following:-	
6-a.	Discuss the various customers oriented pricing methods in service marketing. (CO3)	10
6-b.	Describe reasons of switching service providers, Suggest measures a marketer can undertake to prevent the customers from switching. (CO3)	10
7. Answ	er any <u>one</u> of the following:-	
7-a.	Explain various steps for complaint handling. (CO4)	10
7-b.	"A single service problem can destroy a customer's confidence in a firm." Comment. (CO4)	10
8. Answ	er any <u>one</u> of the following:-	
8-a.	Discuss the role of technology in service marketing. Give suitable examples of usage of technology in service marketing relevant from the industry. (CO5)	10
8-b.	Choose a product from the hospitality industry to explain the term augmented product. Discuss its relevance. (CO5)	10