

Program: S.Y.B.Com(Management Studies) Semester: IV Program Code: UGMS02

Course: Services Marketing Course Code: NUMS401

Duration: 2 Hours Examination Pattern: NEP-Autonomous-External Max. Marks: 60

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

**Examination:**

**REGULAR**

Q. 1	Attempt the following.	[15]	Course Outcome	Knowledge Level
(a)	Fill in the blanks with an appropriate answer from the alternatives given.	[08]	CO1, CO2, CO3	L1 - L3
I)	The environmental factors are _____.			
	a. controllable                      b. uncontrollable			
	c. stable                                d. fixed			
II)	Service marketing triangle includes _____.			
	a. goods, services and ideas      b. political, economical and social			
	c. company, employees and customers      d. communication, promotion and training			
III)	_____ is the tool to help to understand differences and similarities and relation between goods and services.			
	a. Purchase decision                      b. Good service continuum			
	c. Marketing mix                              d. Optimum use of resources			
IV)	Characteristics of services are _____.			
	a. tangibility                                b. perishability			
	c. homogenous                                d. ownership			
V)	_____ is the act of designing the company's offer and image so that it occupies a distinct and valued place in the target customers mind.			
	a. Pricing                                      b. Positioning			
	c. Promotion                                      d. Project			

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	VI)	_____ takes into account the perception of customers of the relative importance of service attributes.				
	a.	AIDA	b.	METHOD		
	c.	SERVQUAL	d.	ADMIN		
	VII)	Indian tourism is well known for its _____.				
	a.	wildlife	b.	economic		
	c.	medical	d.	heritage and culture		
	VIII)	_____ enables the international traveler to understand and experience India's cultural diversity.				
	a.	Tourism	b.	Educational		
	c.	Entertainment	d.	Health care		
(b)	State whether the following statements are true or false.			[07]		
	I)	Price plays no role in marketing of services.				
	II)	Physical evidence is not an extended 'P' of service Marketing.				
	III)	Penetration pricing begins with low pricing and tends to increase with growth stage.				
	IV)	Services can be stored.				
	V)	The family is the major influencer on consumer behavior.				
	VI)	Service is performed not manufactured.				
	VII)	Moment of truth is a service encounter where the customer interacts face to face with the service provider.				
Q. 2	Attempt any TWO of the following.			[15]	Course Outcome	Knowledge Level
(a)	Explain the distinctive characteristics of services.		[08]	CO1	L2	
(b)	Illustrate the Service Marketing Triangle with a suitable diagram.		[07]	CO1	L3	
	OR					
(c)	Explain 7 Ps of Marketing Mix.		[08]	CO2	L2	

	(d)	Explain the flower of service concept with reference to banking sector	[07]	CO2	L3
Q. 3		Attempt any TWO of the following.	[15]	Course Outcome	Knowledge Level
	(a)	Explain the GAP model of service quality.	[08]	CO2	L2
	(b)	Analyze the different levels of benchmarking.	[07]	CO2	L4
		<b>OR</b>			
	(c)	Discuss the current trends in the health sector.	[08]	CO3	L2
	(d)	Analyze the unethical practices in service marketing.	[07]	CO3	L4
Q. 4		Read the following case study and answer the following questions:	[15]	Course Outcome	Knowledge Level
		<p>Kool Travels Pvt. Ltd., a Holiday Company has been arranging regular holiday tours to Rajasthan. Kool Travels had regular arrangements with Maharaja Hotels for accommodation of their tourists in Jaipur.</p> <p>In December, 2005 Mr. TEJAS and his family booked a Rajasthan Tour Package with Kool Travels and checked into the Maharaja Hotel in the room allocated to him and his family. However, Mr. TEJAS did not like the room and decided to register his complaint about the room. In the meantime, his wife, POOJA, switched on the television and was greeted by a screen with Maharaja Hotel Customer Survey. Using the remote control, Mr. Tejas punched in his evaluation. To his surprise within two minutes of the receiving the electronic communication, the Hotel Manager called him to say that because the Hotel was entirely booked this being a busy season, the room could not be exchanged, however the Guest could expect a Hospitality Gift from the Hotel for his inconvenience.</p> <p>The next day a garden facing room was available and the Hotel Manager offered the same to Mr. Tejas if he wished to shift. Mr. Tejas declined and told the Manager that he and his family were quite comfortable in the present room.</p>			
	(a)	Explain the Concepts of Service failure and service recovery.	05	CO 1	L4
	(b)	Give your opinion about expected level of service in the case.	05	CO 1	L4
	(c)	Why do you feel Mr. Tejas declined to change his room?	05	CO 1	L4

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