

(2 ½ Hours)

Marks : 75

Instructions:- All questions are compulsory

Figures to the right indicate full marks

Q1. A) Answer true or false (any eight)

(08)

- 1) In habitual buying behaviour there is low involvement of the consumer and there are few differences between brands.
- 2) Undifferentiated segment means no recognition of distinct segment.
- 3) Process, price and people are the extended p's of marketing.
- 4) Hotels, hospitals are high contact service.
- 5) Customer action takes place between line of visibility and line of internal interaction.
- 6) Service recovery efforts play a crucial role in achieving and restoring customer satisfaction.
- 7) Services are not consumed and created simultaneously.
- 8) Internal marketing represents the promise which organisations make to their customers with reference to different products and services.
- 9) Process in services refer to the actual procedures, mechanisms, and flow of activities by which the service is delivered
- 10) Loyal consumers are very valuable to the business where as discount consumers buy only when there are offers

Q1 B) Match the columns (any seven)

(07)

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|-------------------------|----------------------------------------------------|
| 1) High involvement | a) services cape & atmospheric |
| 2) Service gap | b) knowledge gap |
| 3) Customer Involvement | c) perception gap |
| 4) Physical evidence | d) complex buying behavior |
| 5) Gap I | e) variation in adequate & desired service |
| 6) Franchising | f) Redressal process |
| 7) External marketing | g) motivates consumers |
| 8) Zone of tolerance | h) distribution of service |
| 9) Gap V | i) promise to the customer |
| 10) Service failure | j) difference between expected & perceived service |

Q2. Answer the following questions

(15)

- a) State the factors that have led to the growth of services in Modern economy.
- b) Explain the distinctive characteristics of services

OR

- c) Explain the service marketing Triangle and discuss the importance of Internal marketing
- d) What is consumer involvement and state the types of consumer involvement.

Q3. Answer the following questions

(15)

- a) State pricing objectives and explain the different methods of pricing
- b) Elaborate the importance of people mix and discuss the role of people in services.

OR

- c) Evaluate the different promotion and communication methods that can be adopted for marketing of services.
- d) What is branding of services? What are the challenges faced while branding of services?

Q4. Answer the following questions

(15)

- a) Define service productivity and discuss the methods that organizations can adopt for managing productivity.
- b) Explain the different service quality Gaps with help of a Gap model.

OR

- c) Explain the strategies for Managing Capacity constraint and Demand fluctuation.
- d) Discuss the importance of Benchmarking for the service sector and explain the levels of benchmarking.

Q5. Write a note on (any three)

(15)

- a) Write a note on Recent Trends in Marketing of Banking Services.
 - b) Factors Favouring Transnational Strategy
 - c) Meaning and importance of ethics in services
 - d) International and Global strategies in service marketing
 - e) Challenges of Airline industry.
 - f) Unethical Practices in Service Sector
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