

- There will be Five Questions in all.
- Q1 would be compulsory and would carry 20 Marks
- In addition to Q1, there would be six questions. Each question would carry 10 Marks. Each of these Six Questions will have three sub – questions and each sub – question would carry 05 Marks
- Students have to attempt any four out of the remaining six Questions and within each question; students have to attempt any two out of three sub – questions.

Q.1 Choose the appropriate answer and rewrite the statement. (20M)

A. Fill in the blanks.

(10M)

- 1) Service marketing has \_\_\_\_\_.  
A. 7Ps B. 12Ps C. 10Ps D. 5Ps
- 2) \_\_\_\_\_ is the difference between customer expectations and perceptions.  
A. Customer gap B. Customer satisfaction C. Supplier gap D. Service provider
- 3) Services are typically produced and consumed simultaneously. This is an example of the \_\_\_\_\_ characteristic of services.  
A. Intangibility B. Variability C. Perishability D. Inseparability
- 4) \_\_\_\_\_ is suggested product, prices, place, promotion all these in company represents "market mix".  
A. Neil borden B. Neilsen C. Philip kotler D. Stephen morse
- 5) Intangibility, Perishability, Inseparability & Variability are the characteristics of \_\_\_\_\_.  
A. Service B. Product C. Goods D. Price
- 6) \_\_\_\_\_ has become one of indian largest sectors both in trems of revenue and employment  
A. Healthcare B. Banking C. Tourism D. IT
- 7) The quantity and \_\_\_\_\_ determinants of the service offering cannot be treated in isolation.  
A. Quality B. Productivity C. Efficiency D. Product
- 8) \_\_\_\_\_ is the politeness, respect, consideration and friendliness of contact personal.  
A. Courtesy B. Competence C. Credibility D. Ability
- 9) The \_\_\_\_\_ sector contributes more than 50% to our GDP.  
A. Service B. Banking C. Manufacturing D. Hotel
- 10) \_\_\_\_\_ are the main reasons for the existance of the service frims  
A. Customers B. Suppliers C. Services providers D. Wholeseller

B. Match the following.

(10)

Group A

- 1) Goods
- 2) Services
- 3) Promotion
- 4) Product designing
- 5) Transport packaging
- 6) Advertisement
- 7) Price of product
- 8) sales promotion
- 9) public relation
- 10) Education

Group B

- 1) Service sector
- 2) Managing public opinion
- 3) Short term incentive
- 4) Pricing objective
- 5) Impersonal from communication
- 6) Necessary for storage identification
- 7) Competitive Advantage
- 8) To persuade
- 9) Intangible
- 10) Tangible

Q.2 Any two from (a) or (b) or (c). 10

- a) What is the meaning of service and explain its nature.
- b) Write a note on service sectors.
- C) Distinction between goods and services

Q.3 Any two from (a) or (b) or (c). 10

- a) Write a note on consumer behaviour.
- b) Explain Factors influencing customer behaviour.
- c) Discuss importance of consumer behaviour.

Q.4 Any two from (a) or (b) or (c). 10

- a) Discuss people, product, promotion in service marketing.
- b) Write a note on physical evidence.
- C) Discuss service quality gap model.

Q.5 Any two from (a) or (b) or (c). 10

- a) Discuss advantages of customer relationship management.
- b) Write a note on objective of customer relationship management.
- C) Write a note on service failure.

Q.6 Any two from (a) or (b) or (c). 10

- a) What is the meaning of complaint explain dissatisfied customer behaviour.
- b) Write a note on customer reaction towards service failure.
- c) Explain service recovery stages.

Q.7 Any two from (a) or (b) or (c). 10

- a) Write a note on quality standard.
- b) Discuss service Marketing triangle.
- c) Write a note on service redesign.