

Question Paper Pattern for Semester End Examination (75 Marks)

- There will be Six Questions in all.
- Q1 would be compulsory and would carry 20 Marks
- Q8 would be compulsory and would carry 15 Marks
- In addition to Q1 and Q8, there would be six questions (Q2, Q3, Q4, Q5, Q6 and Q7). 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 – MCQs and/ or Case Studies = 20 Marks (**Compulsory**)

A. Fill in the blanks.

(10M)

1) Service marketing has _____.

- A. A.7Ps
- B. 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 kolter
- 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 terms 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 personnel.
- 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 existence of the service firms
- A. Customers
 - B. Suppliers
 - C. Services providers
 - D. Wholeseller
- 11) _____ targets the organization or other enterprises.
- A. Consumer service
 - B. Business service
 - C. Public service
 - D. Primary service
 - E. Business service
- 12) BMC hospital service is an example of _____
- A. Consumer service
 - B. Business service
 - C. Public service
 - D. Primary service
 - E. Public service
- 13) _____ targets the general people
- A. Consumer service
 - B. Business service
 - C. Public service
 - D. Primary service
 - E. Public service

- 14) _____ is an example of business service.
- A. Retail service
 - B. Hospitality service
 - C. Marketing service
 - D. Primary service
 - E. Marketing service
- 15) Service sector is known as _____
- A. Primary Industry
 - B. Secondary Industry
 - C. Tertiary Industry
 - D. Quaternary
 - E. Tertiary Industry
- 16) Services cannot be touched and felt therefore it is called _____
- A. Intangible
 - B. Tangible
 - C. Separable
 - D. Inseparable
 - E. Intangible
- 17) _____ is one of the features of services.
- A. Storage
 - B. Tangible
 - C. Separable
 - D. Perishability
 - E. Perishability
- 18) Services cannot be stores for future, therefore it is known as _____
- A. Intangible
 - B. Inseparable
 - C. Perishable
 - D. Heterogeneous
 - E. Perishable
- 19) The problem of heterogeneity of service providers can be solved with _____
- A. Fees
 - B. Training
 - C. Place
 - D. Market
 - E. Training
- 20) _____ is a type of end user service.
- A. Advertising
 - B. Market research
 - C. Hair trimming
 - D. Business consultation
 - E. Hair trimming

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.

Q.8 Any three from (a) or (b) or (c) or (d) 15

Write Short note on

- (a) Define service marketing? What are the 7 p's of marketing?
- (b) Explain SERVQUAL MODEL?
- (c) Explain what service recovery is and why it is crucial.
- (d) Describe the procedure for service recovery.

Note: A Student has to separately secure minimum 50% marks in the Internal assessments and secure minimum 50% marks in the Semester End Examination in every subject to be declared as Pass.