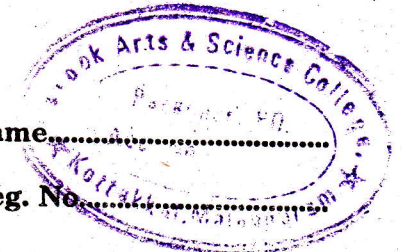


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(Pages : 3)

Name.....

Reg. No.....



FOURTH SEMESTER M.Com. DEGREE [SDE] EXAMINATION, MAY 2018

Commerce

MC 4E (M) 04—SERVICE MARKETING

(Syllabus Year 2015)

[Admission Year 2016 onwards)

Time : Fifteen minutes

Maximum : 20 Marks

Part II (Multiple Choice Questions)

Answer all questions.

All questions are compulsory.

1. Which of the following sets of terms best describes a service ?
 - (a) Objects, devices, and performances.
 - (b) Effort, objects, and deeds.
 - (c) Things, devices and performances.
 - (d) Deeds, effort, and performance.
2. The primary cost of producing a service is :
 - (a) Labour.
 - (b) Rent.
 - (c) Overhead.
 - (d) Cost of goods sold.
3. Services or products that customers buy immediately after noticing are classified as :
 - (a) Augmented product or services.
 - (b) Convenience products and services.
 - (c) Shopping goods or services.
 - (d) Sought products or services.
4. A _____ is intangible merchandise involving a deed, performance, or an effort that cannot be physically possessed.
 - (a) Service.
 - (b) Product.
 - (c) Goodwill.
 - (d) Patent.
5. The most basic and universally cited characteristic of services is :
 - (a) Tangibility.
 - (b) Intangibility.
 - (c) Evidence.
 - (d) Inseparability.

Turn over

6. A primary issue that marketers face in relation to service perishability is the inability to hold :
- (a) Employee.
 - (b) Tangibility.
 - (c) Intangibility.
 - (d) Inventory.
7. Price Terminology for insurance services :
- (a) Honorarium.
 - (b) Fee.
 - (c) Premium.
 - (d) Commission.
8. It refers to a low price which is quoted for a basic service to attract customers :
- (a) Diversionary pricing.
 - (b) Guaranteed pricing.
 - (c) Introductory pricing.
 - (d) Relationship pricing.
9. It refers to the environment in which service is delivered and where the firm and customer interact :
- (a) Place.
 - (b) Space.
 - (c) Physical evidence/Services cape.
 - (d) Service environment.
10. _____ has been consistently found to be the most important determinant of perceptions of service quality.
- (a) Responsiveness.
 - (b) Assurance.
 - (c) Reliability.
 - (d) Empathy.
11. It is the willingness of the service providers to help customers and to provide prompt service :
- (a) Reliability.
 - (b) Responsiveness.
 - (c) Assurance.
 - (d) Empathy.
12. Which of the following statements are incorrect ?
- (a) Services are intangible.
 - (b) Services are perishable.
 - (c) Services can be co-produced with customers.
 - (d) Services are invariable.
13. Services marketings an attractive field of study for India because :
- (a) Services contribute to more than half of India's GDP.
 - (b) Services are delivered by more than half of India's population.
 - (c) Services are more important than agriculture and manufacturing.
 - (d) All of the above.

14. Services are delivered within the marketing environment. The macro environment can be analyzed using which of the following tools ?
- (a) SWOT. (b) PEST.
(c) TOWS. (d) None of the above.
15. Services are classified into two groups, i.e. services in consumer markets and services in :
- (a) Industrial market. (b) Domestic market.
(c) International market. (d) Goods market.
16. _____ are transactional interactions in which one person provides a service or good to another person.
- (a) Customer encounters. (b) Personal meetings.
(c) Service encounters. (d) Marketing encounters.
17. This is used to illustrate factors that influence service experience, including those that are visible and invisible to consumer :
- (a) Servqual model. (b) Servuction model.
(c) Service quality gap. (d) Service triangle.
18. Relationship marketing can be developed through loyalty incentives such as :
- (a) Service encounter program. (b) Stress reduction program.
(c) Frequency flyer program. (d) Customer survey.
19. Place or distribution is a major factor in development of service marketing strategy because of the _____ of service from the producer.
- (a) Inseparability. (b) Tangibility.
(c) Intangibility. (d) Reliability.
20. In service industry charges, fee, fare or rate etc., are all _____ of the service.
- (a) Cost structure. (b) Price.
(c) Cost. (d) Brand.

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(Pages : 2 + 3 = 5)

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FOURTH SEMESTER M.Com. DEGREE [SDE] EXAMINATION, MAY 2018

Commerce

MC 4E (M) 04—SERVICE MARKETING

(2015 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I (Descriptive Questions)

PART A

*Answer the following questions in two or three sentences.
Each question carries 2 marks.*

1. Define high contact services.
2. What do you mean by Ladder of Customer Loyalty ?
3. Define the term service encounter.
4. Define E-services. Give suitable examples.
5. State the concept of augmented service.

(5 × 2 = 10 marks)

PART B

*Answer any four questions.
Each question carries 10 marks.*

6. Explain the unique characteristics of service.
7. What are the steps in service market segmentation ?
8. Explain the stages of developing a new service.
9. What are the extended marketing mixes for service management ? Explain.
10. Briefly explain the different products of financial services.
11. What do you mean by productivity in service ? How it is calculated ? Explain.

(4 × 10 = 40 marks)

Turn over

PART C

*Answer any two questions.
Each question carries 15 marks.*

12. Discuss the importance of technology in service marketing.
13. Define advertising. Explain various advertising methods and strategies used for services.
14. Explain various strategies used for pricing the services.

(2 × 15 = 30 marks)

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Name.....

Reg No.....

FOURTH SEMESTER M.Com. DEGREE (PVT/SDE) EXAMINATION
APRIL 2017

MC 4E (M) 04—SERVICE MARKETING

(2015 Admissions)



Time : Three Hours

Maximum : 80 Marks

Section A

Answer the following questions in two or three sentences.

Each question carries 2 marks.

1. Define service.
2. What is service Blueprinting ?
3. Define service positioning.
4. What do you mean by physical evidence of service ?
5. State the concept of SERVPERF.

(5 × 2 = 10 marks)

Section B

Answer any four questions.

Each question carries 10 marks.

6. What are the reasons for growth of service marketing in India ?
7. Discuss the concept of service triangle. Who are the parties involved in it?
8. Explain the approaches relating to service targeting strategies.
9. Discuss the nature and scope of Green Marketing.
10. Explain the service quality dimensions.
11. Differentiate between goods and services.

(4 × 10 = 40 marks)

Section C

Answer any two questions.

Each question carries 15 marks.

12. What do you mean by SERVQUAL ? Explain Service Quality Gaps.
13. Explain the concept of PESTEL analysis in service management.
14. Explain the concept of Customer Loyalty. Discuss the ways of building customer loyalty.

(2 × 15 = 30 marks)