

D 101155

(Pages : 2)

Name.....

Reg. No.....

**FOURTH SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2024**

(CBCSS)

Master of Commerce

MCM4E(M)04—SERVICE MARKETING

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

*Answers should be written in English only.***Part A***Answer any **four** questions.**Each question carries 2 weightage.*

1. What do you understand by Micro environment for services ?
2. What is service marketing segmentation ?
3. What are the tools of sales promotion ?
4. Describe PESTEL framework.
5. Define Target market ?
6. What do you mean by interactive marketing ?
7. What are the determinants of Service Quality ?

(4 × 2 = 8 weightage)

Part B*Answer any **four** questions.**Each question carries 3 weightage.*

8. Explain the marketing components of a tourism service.
9. Describe the service quality dimensions.
10. Elucidate the importance of relationship marketing.
11. Explain the various strategies used for pricing the services.
12. Discuss the importance of service quality.

Turn over

13. Explain service encounter and its types.
14. What are the roles of physical evidence in service marketing ?

(4 × 3 = 12 weightage)

Part C

*Answer any two questions.
Each question carries 5 weightage.*

15. “Services are now an integral part of any economy’s infrastructure and have become indispensable to urban life.” Substantiate with suitable examples.
16. Define Branding. Discuss the role of branding in marketing of services.
17. Explain the marketing practices of hospitality services in India.
18. “Marketing myopia might creep in and make management blind”. How does it relate to service quality ?

(2 × 5 =10 weightage)

D 101155-A

(Pages : 4)

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[Improvement Candidates need not appear for MCQ Part]

(Multiple Choice Questions for SDE Candidates)

Time : 20 Minutes**Total No. of Questions : 20****Maximum : 5 Weightage****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

MCM4E(M)04—SERVICE MARKETING

(Multiple Choice Questions for SDE Candidates)

1. A _____ is a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything.
(A) Service. (B) Demand.
(C) Need. (D) Physical object.
2. Services are typically produced and consumed simultaneously. This is an example of the _____ characteristic of services.
(A) Intangibility. (B) Variability.
(C) Inseparability. (D) Perishability.
3. _____ describes the employees skills in serving the client.
(A) Internal Marketing. (B) External Marketing.
(C) Relationship marketing. (D) Interactive marketing.
4. Which of the following is not generally accepted as being part of the extended marketing mix for services?
(A) Product. (B) Price.
(C) Process. (D) Practice.
5. _____ is based on the idea that customer expectations of the service they will receive shape their perception of the actual service encounter.
(A) Service action. (B) Service satisfaction.
(C) Service recovery. (D) Service quality.
6. Banking is the example of _____.
(A) Production services. (B) Business services.
(C) Consumer services. (D) Government provided services.
7. Medical treatment with Ayurveda massage is an example of :
(A) Production services. (B) Business services.
(C) Consumer services. (D) Government provided services.

8. Expand PESTEL :
- (A) Political, Economic, Social, Terminological, Environmental and Legal.
 - (B) Political, Environmental, Social, Terminological, Economical, Legal.
 - (C) Political, Economic, Social, Technological, Environmental and Legal.
 - (D) Political, Environmental, Social, Technological, Economical, Legal.
9. Which one of them not included in SERVQUAL model dimensions ?
- (A) Reliability.
 - (B) Empathy.
 - (C) Assurance
 - (D) Intangibility.
10. In the absence of a physical product, service providers need to consider the use of _____ that enable customers to make a judgment on the service quality.
- (A) Tangible clues.
 - (B) Intangible clues.
 - (C) Blue print.
 - (D) Performance measure.
11. Which financial institution regulates the insurance products in India ?
- (A) IRDA.
 - (B) IDRA.
 - (C) IRAD.
 - (D) IADR.
12. In effective target, marketers should focus on :
- (A) Market segmentation.
 - (B) Market targeting.
 - (C) Marketing positioning.
 - (D) All the above.
13. Service blueprint first introduced by :
- (A) Len Berry.
 - (B) Booms and Bitner.
 - (C) Philip kotler
 - (D) G.Lynn shostack.
14. The extended Ps of service marketing mix is :
- (A) People, product, place.
 - (B) Price, physical evidence, promotion.
 - (C) Physical evidence, process, People.
 - (D) Product, process, physical environment.

Turn over

15. Holistic marketing for services demands :
- (A) External marketing. (B) Internal marketing.
(C) Interactive marketing. (D) All of the above.
16. The demand strategy in which service providers utilize their downtime by marketing to different segments with different demand patterns is associated with which of the following ?
- (A) The use of creative pricing strategies.
(B) The use of reservation systems.
(C) Capacity sharing.
(D) Developing complementary services.
17. Minimizing the amount of role conflict and role ambiguity experienced by employees will help reduce the size of this gap is known as _____.
- (A) Knowledge gap. (B) Standards gap.
(C) Delivery gap. (D) Communications gap.
18. The world's largest industry in the private sector and highest projected generator of jobs is _____.
- (A) The hospitality industry. (B) Health services.
(C) Professional services. (D) Business services.
19. Focusing the firms marketing efforts toward the existing customer base is called :
- (A) Excellent customer service. (B) Conquest retention.
(C) Customer retention. (D) Courteous retention.
20. _____ involves identifying the benefits and attributes that customers expect in a service.
- (A) Future expectations research. (B) Requirements research.
(C) Lost customer research. (D) Process checkpoint evaluations.