

**MBA-10/PGDMM-10 (Masters of Business Administration/P.G. Diploma in
Marketing Management)**

Fourth/Second Semester, Examination-2012

MM-2205

Services Marketing

Time : 3 Hours

Max Marks:60

Note: The question paper is divided into three sections; 'A', 'B', and 'C'. Detailed instructions are given in the respective sections.

SECTION – 'A'
(Long-answer-type Questions)

Note: Answer any two (02) questions. Each question carries 15 marks.

[2X15=30]

1. What are the various reasons for growth of the service economy? Explain the salient characteristics of the Services.
2. Discuss the concept of internal marketing with suitable examples.
3. Discuss the special characteristics of service marketing. Also explain the difference between the traditional and expanded marketing mix.
4. Explain the concept of simultaneity of production and consumption with regard to services. Why is the "word-of-mouth" publicity very important for marketing of services?

SECTION – 'B'
(Short-answer-type Questions)

Note: Answer any four (04) of the following. Length of each answer must be restricted to 250 words only. Each question carries 05 marks.

[04X5 = 20]

5. Discuss any four (04) of the following;

- 5.1 Define and classify services, and how do they differ from products?
- 5.2 How services can be marketed?

- 5.3 What is blueprinting? What are the stages involved in a blueprinting preparation?
- 5.4 Discuss the consumer buying behavior in case of services.
- 5.5 Discuss different supplementary services attached to a service.
- 5.6 Discuss the steps involved in new service development.
- 5.7 How can marketer improve the service quality?
- 5.8 Discuss customer support services in services-marketing

SECTION – ‘C’
(Objective-type Questions)

Note: All questions of this section are compulsory. Each question carries 01 mark.

[01X10=10]

6. Answer the following in ‘True’ or ‘False’;

- 6.1 Services include government, private nonprofit, business, retail, and the manufacturing sector.
- 6.2 A service is defined as any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything.
- 6.3 Service companies try to demonstrate their service qualities through physical evidence and presentation.
- 6.4 Services have five distinctive characteristics, one of these five being “pure service.”
- 6.5 The quality of services is independent of who provides them.

7 Choose the correct answer option;

- 7.1 Of the following alternatives which service is purely provider-based?
 - A) Dry cleaning
 - B) Carpet cleaning
 - C) Swimming instruction
 - D) Airline flight

- 7.2 Because of a service's _____, standardization and quality are extremely difficult to control.
 - A) Intangibility
 - B) Inseparability
 - C) Homogeneity
 - D) Heterogeneity

- 7.3 To provide the best support, a manufacturer must identify the services customers value most and their _____ importance.

- A) competitive
- B) popular
- C) absolute
- D) relative

7.4 Which one of the following can be considered a high-contact service?

- A) Postal service
- B) Car repair
- C) Health care
- D) Banking

7.5 A problem encountered by service companies that change high-contact services into low-contact services is that the

- A) service becomes more expensive to deliver.
- B) quality of the service usually declines.
- C) service becomes less personalised.
- D) time required to deliver the service increases.