REV-01
MBA/25/5

2025/05

SET A

MASTER OF BUSINESS ADMINISTRATION
FOURTH SEMESTER
SERVICE MARKETING
MBA – 403A
[USE OMR FOR OBJECTIVE PART]

Duration: 3 hrs. **Full Marks: 70**

(Objective)

Time: 30 min. **Marks: 20**

Choose the correct answer from the following: *1×20=20*

1. Services is an activity or series of Activities is a definition given by
   a. Gronroos (1990) b. Kotler (1991)
   c. Valerie (2006) d. Kasper (1999)

2. Service Marketing refers to
   a. Consumer to Business (C2B) b. Business to Business (B2B)
   c. Customer to Consumer (C2C) d. Customer to Vendors (C2V)

3. Characteristics of Service does not include
   a. Inseperability b. Variability
   c. Tangibility d. Perishability

4. Nature of Services does not include
   a. Inconsistency b. Consistency
   c. Storage d. Tangibility

5. Reasons for Growth of Servicing in the Market must include
   a. Cheap labour b. Ideas transformation
   c. Increased value of trade d. Advanced Technology

6. Customers expectation from Service does not include
   a. Quantity b. Convenience
   c. Quality d. Speed

7. Identifiable types of Customer expectations are
   a. Digital b. Interpersonal
   c. Dynamic performance d. Product differentiation

8. Customer perception of Service does not include
   a. Organizational image
   b. Quality of product
   c. Customer bitter experience
   d. Pricing

9. Best practices of Customer experiences does not include
   a. Zero attention to Target audience
   b. Outlining Customer journey
   c. Educating team
   d. Focus on Emotional connect

10. Strategies to improve Customer perception does not include
   a. Quality focus
   b. Ignorance of Feedback
   c. Price transparency
   d. Consistent Branding

11. Positioning helps Marketing except in
   a. Professional Service
   b. Creating Values
   c. Increasing expenses
   d. Increasing premium pricing

12. Positioning and Differentiation involves
   a. Analyzing costs
   b. Utilizing resources
   c. Creates Positioning Map
   d. Differentiate based on Benefits

13. Service delivery process include.
   a. Service blueprinting
   b. Identify future points
   c. Managing customers
   d. Avoid setting targets

14. Steps to Service Blueprinting does not include
   a. Ignore support
   b. Define goals
   c. Gather information
   d. Refine and distribute

15. One of the following is not an option in Marketing Communication
   a. Advertising
   b. Publicity
   c. Group selling
   d. Personal selling

16. CRM does not include
   a. Untraining
   b. Training
   c. Customer-focused approach
   d. Feedback

17. Levels of Customer satisfaction does not include
    a. Performance
    b. Productivity
    c. Interaction
    d. Value

18. Principles of Customer Service include
    a. Seeking feedback from Customers
    b. Identifying Customer needs
    c. Less attention to Customers
    d. Connecting with Customers

19. Dimension of SERVQUAL does not include
    a. Intangibles
    b. Reliability
    c. Responsiveness
    d. Empathy

20. Distinct Gaps in GAP Model include
    a. Knowledge Gap
    b. Understanding Gap
    c. Delivery Gap
    d. Perception Gap

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Descriptive

Time: 2 hr. 30 mins. Marks: 50

[Answer question no.1 & any four (4) from the rest]

1. Define the term 'Customer Service Management' ? 2+3+5=10
   What do you mean by SERVQUAL ?
   Discuss the relevance of CRM in the 21st Century.

2. Define what GAP Model is ? 2+2+6=10
   What do you mean by KANO Model ?
   Discuss how Services and Technology complement each other.

3. Define Services as a Concept ? 2+2+6=10
Mention two importance of Services.
Discuss the Characteristics of Services.

4. Examine the 7Ps of Services Marketing ? 3+3+4=10
Describe the Services Marketing Triangle ?
Discuss the Properties for Evaluation of Services.

5. Write short notes (on any Two) 5+5=10
(a) Customer Experiences
(b) Customer Expectation from Service
(c) Buyer Decision-making Process

6. What do you mean by Post-Purchase decision ? Discuss three factors affecting Buying decision ? Describe Customer perception of Services. 3+3+4=10

7. Define the term 'Positioning' ? Describe the Service Delivery Process ? 2+3+5=10
Examine the Service Delivery Channels.

8. Write short notes (on any Two) 5+5=10
(a) Pricing
(b) Branding
(c) Marketing Communication

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