# MASTER OF BUSINESS ADMINISTRATION
## FOURTH SEMESTER
## SERVICE MARKETING
## MBA-403 A

**Duration: 3 Hrs.**

**Marks: 70**

$$\left\{ \begin{array}{l} \text{PART : A (OBJECTIVE)} = 20 \\ \text{PART : B (DESCRIPTIVE)} = 50 \end{array} \right\}$$

### [ PART-B : Descriptive ]

**Duration: 2 Hrs. 40 Mins.**

**Marks: 50**

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

1. Explain in detail the customer service Gap Model. (10)

2. What is Benchmarking? What are the services delivered through intermediaries? (3+7=10)

3. What are the important characteristics of Service? What are the Marketing Mix of Service? (5+5=10)

4. What are the different types of Customers? What are the buying Decision Making Process? (5+5=10)

5. What are the different types of Customer Loyalty? What are the features of Service Delivery? (5+5=10)

6. What is Consumer Behavior in Service Setting? What are the features of Service Delivery? (5+5=10)

7. What is Consumer involvement? What are the levels of Involvement? (5+5=10)

8. What are the classifications of Service? What are the difference between Goods and Services? (5+5=10)

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[ PART-A : Objective ]

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

1. One of the important characteristics of service is
   a. Timely
   b. Cost
   c. Perish ability
   d. Quality

2. An economic activity that cannot be stored and does not result in ownership is called Service
   a. True
   b. False

3. The least profitable customers who are new and profitable to the industry is called_____.
   a. Discount Customer
   b. Impulsive Customer
   c. Wandering Customer
   d. Need Based Customer

4. Pricing of Service is tougher than pricing of Goods.
   a. True
   b. False

5. The "Product" of Marketing Mix of service has high scope for customization.
   a. True
   b. False

6. The type of customers who are not sure what to buy is called?
   a. Discount Customer
   b. Impulsive Customer
   c. Wandering Customer
   d. Need Based Customer

7. People having similar lifestyle, interest, values, behaviors and norms are grouped under
   a. Social Class
   b. Reference group
   c. Family
   d. Culture

8. The person who view opinion or advice _____ the decision.
   a. Initiator
   b. Influencer
   c. Buyer
   d. Decider

9. A high relative attitude combine with low relative purchase signifies
   a. Latent Loyalty
   b. Premium Loyalty
   c. Inertia Loyalty
   d. Hidden Loyalty

10. A low level of attachment coupled with high repeat purchase is called
    a. Latent Loyalty
    b. Premium Loyalty
    c. Inertia Loyalty
    d. Hidden Loyalty

11. One of the features of service delivery is
    a. Dedication
    b. Empower
    c. Linked
    d. All of the above

12. Service culture is built on elements of leadership principles, norms, mission and vision
    a. True
    b. False

13. A service_____ is an operational planning tool that provides guidelines on how a service will be provided.
    a. Blue print
    b. Map
    c. Layout
    d. Format

14. The SERVQUAL Model was developed by Zeithalm & Berry in the year.
    a. 1986
    b. 1985
    c. 1981
    d. 1988

15. In service the gap between Customer Expectation and Management Perception is called
    a. The Policy Gap
    b. The Knowledge Gap
    c. The Customer Gap
    d. The delivery Gap

16. In Service the gap that exposes the weakness of Employee performance
    a. The Policy Gap
    b. The Knowledge Gap
    c. The Customer Gap
    d. The delivery Gap

17. One of the ways of measuring service Quality is as follows
    a. Reliability
    b. Responsiveness
    c. Assurance
    d. All of the above

18. Providing individual attention to its customers is called
    a. Tangibility
    b. Empathy
    c. Inertia Loyalty
    d. Hidden Loyalty

19. The SERVQUAL Model was designed to capture customer expectation and _____ of service.
    a. Perception
    b. Latent Loyalty
    c. Premium Loyalty
    d. Responsiveness

20. Customer experience includes elements of customer intelligence.
    a. True
    b. False

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# UNIVERSITY OF SCIENCE & TECHNOLOGY, MEGHALAYA

## Question Paper CUM Answer Sheet

### [PART (A) : OBJECTIVE]

Serial no. of the main Answer sheet

Course : ........................................................

Semester : ...................................... Roll No : ..........................

Enrollment No : ............................... Course code : ...................

Course Title : ............................................................

Session : ............ 2016-17 ............ Date : ..............................

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### Instructions / Guidelines

> The paper contains twenty (20) / ten (10) questions.
> The student shall write the answer in the box where it is provided.
> The student shall not overwrite / erase any answer and no mark shall be given for such act.
> Hand over the question paper cum answer sheet (Objective) within the allotted time (20 minutes / 10 minutes) to the invigilator.

| Full Marks | Marks Obtained | Remarks |
|---|---|---|
| 20 | | |

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*Scrutinizer's Signature*             *Examiner's Signature*             *Invigilator's Signature*