## MASTER OF BUSINESS ADMINISTRATION Fourth Semester (Repeat) SERVICE MARKETING (MBA – 403 A)

Duration: 3Hrs. Full Marks: 70

Part-A (Objective) =20 Part-B (Descriptive) =50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins. Marks: 50

# Answer any four from Question no. 2 to 8 Question no. 1 is compulsory.

- 1. What are the different types of Customer Loyalty? What are the features of Service Delivery? (5+5=10)
- 2. What is Consumer Behaviour in Service Setting? What are the features of Service Delivery? (5+5=10)
- 3. What are the classifications of Service? What are the difference between Goods and Services? (5+5=10)
- 4. What is Consumer involvement? What are the levels of Involvement? (5+5=10)
- 5. Explain in details the customer service Gap Model. (10)
- 6. What is Benchmarking? What are the services delivered through intermediaries?

(3+7=10)

- 7. What are the important characteristics of Service? What are the Marketing Mix of Service? (5+5=10)
- 8. What are the different types of Customers? What is the buying Decision Making Process? (5+5=10)

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2017/08

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Duration: 20 minutes (PART A - Objective Type)	Marks – 20
I. Choose the correct answer:	1×20=20
Providing individual attention to its customers is called:     a. Tangibility     b. Empathy     c. Inertia Loyalty     d. Hidden Loyalty	
An economic activity that cannot be stored and does not result in owner Service.     a. True     b. False	rship is called
3. The SERVQUAL, Model was designed to capture customer expectation service.  a. Perception  b. Latent Loyalty  c. Premium Loyalty  d. Responsiveness	and of
<ul><li>4. Pricing of Service is tougher than pricing of Goods.</li><li>a. True</li><li>b. False</li></ul>	
5. The "Product" of Marketing Mix of service has high scope for customiz a. True b. False	zation.
<ul> <li>6. The type of customers who are not sure what to buy is called:</li> <li>a. Discount Customer</li> <li>b. Impulsive Customer</li> <li>c. Wandering Customer</li> <li>d. Need Based Customer</li> </ul>	
<ol> <li>People having similar lifestyle, interest, values, behaviours and norms a         a. Social Class</li> <li>B. Reference group</li> <li>Family</li> <li>Culture</li> </ol>	are grouped under:

	The person who view opinion or advice the decision. a. Initiator b. Influencer c. Buyer d. Decider
	A high relative attitude combine with low relative purchase signifies: a. Latent Loyalty b. Premium Loyalty c. Inertia Loyalty d. Hidden Loyalty
0	A low level of attachment coupled with high repeat purchase is called: a. Latent Loyalty b. Premium Loyalty c. Inertia Loyalty d. Hidden Loyalty
1	One of the features of service delivery is:  a. Dedication b. Empower c. Linked d. All of the above
2	Service culture is built on elements of leadership principles, norms, mission and vision.  a. True  b. False
3	A service is an operational planning tool that provide guidelines on how service will be provided.  a. Blue print  b. Map  c. Layout  d. Format
4	The SERVQUAL Model was developed by Zeithalm & Berry in the year: a. 1986 b. 1985 c. 1981 d. 1988
5	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 expose the weakness of Employee performance	16.In	Service	the gap tha	t expose the	weakness o	f Employee	performance
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- 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. One of the important characteristics of service is:

- a. Timely
- b. Cost
- c. Perish ability
- d. Quality

19. 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
- 20. Customer experience includes elements of customer intelligence.
  - a. True
  - b. False

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# University of Science and Technology, Meghalaya

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SESSION 2016-17			
COURSEPAPER CODE:			
NAME OF THE PAPER:			
SEMESTER			
Instructions to Candidates	For Objective Type Questions		Session: 2016-17
This answer booklet has 4 pages. Please check before			Course
writing whether it is complete or in good condition.	Page No.	Marks	
2. Do not write your name anywhere in the answer booklet.			Roll No.
3. Write legibly on both sides of the paper			Enrollment No.
4. You may use some space for any rough notes or calculation			Semester
on the answer booklet if you need. These rough notes,			Jemester
calculations must be scored out before submitting the answer			Name of the Paper
booklet.			
5. Do not bring any book or loose paper in the examination			
hall.	Total		Paper Code
6. Do not tear any page from the answer booklet.	For Descriptive Type		
7. Do not write anything on the question paper or blotting	Questions		
paper or any pieces of paper while you are in the examination	Question No.	Marks	
hall.			
8. Any act of indiscipline or misbehavior in the examination hall			
will result in your expulsion.			
No examinee is allowed to leave the examination hall until			
30 minutes lapse after the commencement of the examination.			
Additional answer sheet will be supplied after the main			
answer booklet is completed.			
answer bookies is completed.			
	Total Grand Total		

Scrutinizer's Signature

Examiner's Signature

Invigilator's Signature